**Royal Borough of Greenwich**

**Community Arts Fund 2024 to 2025**

**Application guide and criteria**

**October 2024**

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# Key information for funding and project delivery:

* The fund opens for applications on **Monday 8 April 2024.**
* The fund is open for two rounds of applications:  **8 April - 5 May & 25 September 20 October.**
* All funded projects must take place within the Royal Borough of Greenwich.
* The total funding available is **£50,000,** allocated via two separate rounds.
* Applicants are invited to apply for a grant of up to **£3,000**; we will consider granting up to **£5,000** to projects that can demonstrate a compelling case for additional funding.
* There can only be **one** application per project/organisation each year.
* Activity must take place between **1** **July 2024** and **31 March 2025.**
* Applications will be reviewed by the Community Arts Fund Community Advisory Panel, an independent, external group of individualswho live, study or work in the Borough
* We aim to notify applicants of funding decisions within **6 weeks** of the final application deadline.

**Timetable for Round 2**

|  |  |
| --- | --- |
| **Applications Open** | 25 September 2024 |
| **Applications Close** | 20 October (17:00) |
| **Community Review Panel** | 31 October |
| **Recommendations to Cabinet** | 4 November – 24 November |
| **Successful Applicant Awards** | 25 November – 1 December |
| **Contracting** | 2 December – 8 December |
| **Programme Delivery** | 9 December 2024 – 31 March 2025 |

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# About the Fund

The fund supports a range of ‘arts’ activity that includes: music, sound, dance, mime, drama, theatre, storytelling, creative writing, poetry, printmaking, painting, ceramics, sculpture, photography, public art, digital arts, video, media, film and animation projects and participatory outdoor arts and events.

The fund aims to stimulate participation and engagement in arts & culture within the Royal Borough of Greenwich whilst encouraging partnerships between established organisations, community groups and schools wherever possible.

When assessing your application, we will be looking for projects that offer activities to residents throughout the year and across the Royal Borough. The fund aims to support projects that develop and showcase the talents and skills of our residents. Priority will be given to new organisations and projects over organisations and/or projects that have been receipt of Community Arts Funding in the past five years.

The fund aims to support activities that:

* Deliver **new** arts and cultural projects and programmes (we do not fund annual / repeating events).
* Encourage active participation in the arts by a diverse cross section of the community including: young people, older people, and under-represented groups within the Royal Borough of Greenwich.
* Create participatory work that animates town centres and outdoor spaces, attracting local audiences across the borough.
* Develop partnerships between local cultural organisations, networks, and groups.
* Encourage delivery of community-based arts and cultural programmes and projects.
* Are free of charge for our residents to experience and/or participate in.

**Culture Strategy 2024-2030**

Applicants should consider how their proposal aligns with our new Culture Strategy, and supports our three overarching themes: Create, Connect, Flourish. When making your application, please tell us if and how your project reflects with our eight principals: People, Place, Participation, Leadership, Climate, Heritage, Creative Economy and Destination. You can find out more about our Culture Strategy [here](https://committees.royalgreenwich.gov.uk/documents/s7270/Appendix%20A%20A%20Culture%20Strategy%20for%20Royal%20Greenwich%202024%20to%202030.pdf).

## Who can apply?

Artists, registered charities, community groups or non-profit making organisations which are:

* Based within the Royal Borough of Greenwich.
* Based outside of the Royal Borough of Greenwich but applying for a project that will take place within the Royal Borough and involve and benefit residents.

Applicants are only eligible to receive **one** Community Arts Fund grant during this funding period from

**1 July 2024 to 31March 2025.** We especially welcome applications from organisations who haven’t applied before.

## How much can you apply for?

Applicants are invited to apply for a grant of up to **£3,000**; we will consider awarding up to **£5,000** to projects that can demonstrate a compelling case for additional funding. Please note:

* Applicants can only submit **one** project per year.
* A maximum of 50% of the funding requested from the Royal Borough of Greenwich can be allocated to cover infrastructure costs.

**Who cannot apply?**

Organisations we will NOT fund:

* Schools or educational establishments, including colleges (applications should be submitted by the cultural organisation/group on their behalf).
* Any organisations who have received a Royal Greenwich Festivals grant, VCS Culture grant or SLA Grant within the last 12 months.
* Organisations based outside of the Royal Borough for work that has no direct benefit to residents.

What we will NOT fund:

* Projects that do not have a strong arts or cultural component.
* Activities which have already taken place (we do not fund projects retrospectively).
* Activities which have no public benefit for residents of the Royal Borough of Greenwich.
* Projects, activities, performances, or exhibitions which take place outside of the Royal Borough of Greenwich.
* Activities which promote a political, religious, or extremist view.
* Activities placed in a formal education setting as part of the core curriculum.
* Recurring or on-going projects costs such as regular workshops/duplication of previous events.
* Finance related to regular core running costs, website maintenance/development, loan repayments, VAT, budget deficits, endowments, study, or training fees.
* Fundraising events, activities for private gain, or that result in profit being made.
* Promotional videos or films.

# Completing the application form

This guidance sets out the online application process and the level of information you will need to provide to complete it. You will need to make sure that your responses show how you will meet the criteria for the fund. If you have any accessibility requirements, please email [artsgreenwich@royalgreenwich.gov.uk](mailto:artsgreenwich@royalgreenwich.gov.uk) and tell us what they are, and we will try and meet these needs where possible.

**IMPORTANT - Please note that the application form automatically times-out after 20 mins if you are inactive, and therefore we strongly recommend that you draft your answers on a separate word document first.**

The application form is divided into the following sections:

1. About You / Your organisation or group
2. Project description
3. Partnerships
4. Marketing
5. Budget Information (Expenditure and Income)
6. Declaration
7. Equalities Monitoring (Separate PDF Form)

## 1. About you /your organisation or group

* The name, and contact details and information about you, your organisation or group.
* Your organisation or individual status i.e., freelance, charity, CIC and reference numbers.
* Bank details.
* Details of any Royal Borough of Greenwich Funding that you currently receive or have received in the last two years.

## 2. The project description

* How will you deliver a high quality cultural project?
* How will participants benefit from your project?
* How will you engage with new audiences?
* How will your activities be accessible to all members of the community?
* Detail on who are your intended audience or participants. If your project is targeted at any specific community, age demographic or gender group etc. (Participants are defined as those directly contributing to the content, organising or delivery of your project, and might include artists, members of the community or organisation staff. Audiences are defined as those benefiting from engaging with the product of your project, e.g., viewing an exhibition, performance or attending an event.)
* The total number of workshops, performances, and events that you will deliver.
* The total number of participants and audiences you aim to achieve,

Arts Council England provides [**helpful advice on monitoring and evaluating projects**](https://www.artscouncil.org.uk/sites/default/files/download-file/Information_sheets_Evaluating_your_project_Project_grants.pdf)that you can access online.

## 3. Partnerships

* Which organisations will you partner with?
* How will you collaborate with partners on your project?
* Which resources and skills will you share to show good value for money?
* Local organisations you have approached or identified as project partner(s).
* The venue or location of your project including a post code and ward name and, if this is not yet confirmed, an indication on what type of venue or space you’re looking for.

Applicants who are intending to base their activities in public spaces (e.g. streets, council parks or squares) are required to read the [**guidance about holding an event in a public space in the borough**](https://www.royalgreenwich.gov.uk/info/200232/events/2369/events).

## 4. Marketing

## How will you publicise your project and activities?

## How will your marketing be clear and accessible to a range of groups?

## What channels will you use to market your event?

## 5. Budget Information (Expenditure & Income)

* Detail a full and accurate budget.
* The budget is in two sections: income and expenditure. Both must balance by showing equal totals in each section.
* You must show how you have arrived at your figures. For example, the number of days you will be employing an artist; or the number of tickets you expect to sell and at what price.
* Please include the value of any in-kind support, showing this in both the income and expenditure columns to ensure that your budget balances.
* The income from other sources can be:
  + A grant from another funding body
  + A grant from a trust or foundation.
  + Sponsorship or donations from a business
  + Your own or another private individual’s contributions.
  + In-kind support such as materials, equipment, work or rehearsal space, transport and professional time given free to the project (both artistic and administrative).

[**Arts Council England**](https://www.artscouncil.org.uk/sites/default/files/download-file/ACNLPG_Fair_pay_0.pdf) provides helpful guidance on recommended payment rates for artists.  
[**Artists Union**](https://www.artistsunionengland.org.uk/rates-of-pay/) promotes good practice in working with visual artists, including the calculation of fees.

## 6. Equality, Diversity, and Inclusion Monitoring

* We aim to measure our progress by collecting, analysing, and reporting on data relating to equality and diversity of the workforce of the organisations, and projects that we fund. The information that you provide us with will be used to help us ensure that the services that we provide are available to all residents and help us better understand who is using this service.
* You do not have to provide this information if you do not want to do so. This information is not used in the assessment process.

**Making a Video Application**

If you prefer not to make a written application, you may instead make a submission to the Community Art Fund via video. Your video should be no longer than 5 minutes in length, and should address each of the criteria listed above on pages 6, 7 and 8:

* **About you/your organisation** – name and information about you, your organisation or group
* **The project description** – overview of your proposal, describing how you will deliver a high quality project and how participants will benefit from the work you deliver
* **Partnerships** – which organisations you will partner with, and how you will share resources in order to show good value for money
* **Marketing** – how you will market your activities, making it clear and accessible to a range of groups
* **Budget information** – breakdown of both income and expenditure, alongside any in-kind support you have for your project

Once complete, please send your video application to [artsgreenwich@royalgreenwich.gov.uk](mailto:artsgreenwich@royalgreenwich.gov.uk) using the title “Community Art Fund 2024 – Application - \*your organisation name\*”.

You will also need to provide the following via email: yours and your organisation’s name, organisational address, a contact number and your Companies House number (if relevant).

Please note that we may request additional information regarding both your organisation and proposal, as this may not be captured fully through the video application.

**Community Art Fund Selection Criteria**

All applications are assessed against the following criteria and scored zero, 1 and 2.

**2 Points** = Matched, **1 Point** = Partially Matched, **0 Point** = Not Matched.

The minimum total score is 0 and the maximum total score is **24**

|  |  |
| --- | --- |
| **Section** | **Criteria** |
| **1.Project description** | 1.1 How will you deliver a high-quality cultural project?  1.2 How will participants benefit from your project?  1.3 How will you engage with new audiences?  1.4 How will your activities be accessible to all members of the community? |
| **2. Partnerships** | 2.1 Which organisations will your partner with?  2.2 How will you collaborate with partners on your project?  2.3 Which resources and skills will you share to show good value for money? |
| **3. Marketing** | 3.1 How will you publicise your project and activities?  3.2 How will your marketing be clear and accessible to a range of groups?  3.3 What channels will you use to market your event? |
| **4. Budget** | * 1. Is the budget realistic for the project proposed?   2. Does budget meet criteria e.g. no costs for items listed in the “what we will not fund” have been requested. |
| **5. Documents to be sent to RBG as a condition of successful funding** | Where relevant, the applicant has provided:   * a copy of public liability insurance policy min £5m * a copy of employers’ liability insurance policy min £5m * Health and safety policy * Safeguarding Policy * Diversity and equalities policy |

The following websites may offer valuable information to help you develop your policies and procedures:

* The Arts Council England (ACE) <https://www.artscouncil.org.uk/>
* Outdoor Arts (OAUK) <http://outdoorartsuk.org>
* Contemporary Visual Arts Network - <https://cvan.art/>

**Successful applications**

The Culture and Events team will advise successful applicants by email with an offer letter confirming the level of funding awarded and if there are any conditions on the funding allocation; the terms and conditions of the grant scheme; and marketing guidelines for use of the Council’s logo.

Once we receive a signed copy of the offer letter confirming acceptance of the funding and the scheme terms and conditions, along with your constitution or organisation partner documentation, we arrange BACS payment of the award.

We are keen to support and promote your project from development to delivery, so we ask you to provide us with a clear fully itemised project timeline (to include dates and actions and the actual project start and end dates and times).

The grant is paid 90% in advance, and 10% when we receive a completed final project evaluation form, within 30 days of project completion.

Failure to return the evaluation form within six weeks of the project completion date may result in ineligibility for future funding from the Community Arts Fund Scheme.

Projects must be completed by **31 March 2025.**

## Monitoring

We will assess the activity that you are delivering in line with the contract.

All funded organisations are required to follow The Royal Borough's standard guidelines for reporting and monitoring cultural activities. You must:

* Submit for approval a final proposed programme for the project with a relevant forecast budget for the funding period, indicating what the Royal Borough’s funding will be used for.
* Provide regular updates on the programme and finances for the project.
* Provide an end of project monitoring/evaluation report **within 30 days** of the end of your project: including evaluation and monitoring information, and a full budget breakdown detailing income and expenditure, ticket sales and sponsorship. This must be provided prior to the release of the final payment instalment.

At the end of the reporting period the Royal Borough may carry out a review to check performance against the targets set.

## Funding and deadlines

* You agree to provide an itemised budget breakdown relating to your final budget within 2 weeks of signing the contract.
* You will agree to provide us with any project/delivery updates prior to the start of your event; your first payment will not be released until received.
* You will agree to operate to the standards set out in the Contract and Schedules. Payment will be made as per the payment schedule.
* **Your project should not commence until funding has been agreed.** Any activity commencing prior to this will not be considered for support.
* **All funded activity must be delivered between July 2024 and 31 March 2025.**
* All confirmed events and activities must be confirmed to the Events & Culture team a minimum of 8 weeks in advance before announced.
* Events and activities on council land must be applied for through via [Apply For an Event](https://www.royalgreenwich.gov.uk/info/200232/events/2369/events/2) a minimum of 8 weeks before the event.

## Financial and Payment Terms

* Payment will be paid on agreed terms and receipt of signed contracts.
* Failure to meet all the grant conditions may result in clawback of funds.
* Failure to meet all the grant conditions during the project period may result in us withholding the final payment.
* You must not make any commitment to spend the grant funding until you have been officially notified of the outcome of your application.
* 90% of the grant funds will be made by bank transfer once the acceptance form has been received. The final 10% instalment will be retained until the evaluation project report and the final accounts have been submitted and approved.
* We retain the right to negotiate a variation to the grant amount, project, or performance.

**Equality and Equity Charter**

All grant recipients must have signed up to the [Royal Borough of Greenwich’s Equality and Equity Charter](https://www.royalgreenwich.gov.uk/info/200164/about_the_royal_borough/2230/royal_greenwich_equality_and_equity_charter) to be eligible for funding.