

Kent Arts Investment Fund 2017/2018



Guidance for applicants

The Arts Investment Fund grants encourage development of creative projects that improve the quality and diversity of creative activity and increase access to culture for all. It is managed by the Kent Culture & Creative Economy Service who works with the Kent Cultural Transformation Board to grow creative industries across the county.

Excellence and collaboration is at the heart of what we do, because we understand that this will build Kent's cultural and creative reputation, encourage more people to take part and enable positive and lasting change.

The Arts Investment Fund aims to challenge creative practitioners and arts organisations to make new work, develop initiatives that increase home-grown production and routes to market and reach new audiences.

The fund supports high quality projects by creative practitioners and arts organisations working in Kent that will engage audiences, attract further investment and contribute to the region's creative infrastructure by working in collaboration with others.

Fund principles

Funding is for one financial year is not a guarantee of future KCC support. You will need to raise a minimum of 50% cash in your budget from other funding sources. In the current financial climate, the amount of money we have available for distribution is very modest and we are not in a position to give large grants.

Before you apply, you must look at the Eligibility and Funding Criteria and use them to consider whether this is the appropriate fund for your project. If you can not demonstrate that you are eligible to apply and clearly show how your project meets the criteria then we will not be able to fund it.

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Eligibility

Our first step is checking your eligibility. Please read this guidance carefully before sending us your application.

1. The applicant must be a non-profit distributing organisation.
2. Applications must be for up to a maximum of 50% of eligible cash project costs.
3. Activity must be open to the general public, or have a clear public benefit.
4. If the application is part of a larger project, at least some activity must take place in Kent and you should be able to demonstrate how the larger project develops your organisation, and benefits Kent in the longer-term.
5. Our funding supports creative organisations in Kent. We will consider proposals for Kent-based projects from organisations based outside the county, but applications will need to demonstrate that they have the potential to develop creativity in Kent by bringing in experience, specialism or other factors currently not available within the county.
6. Proposals may be for annual arts programmes, festivals, events, organisational and audience development, research and development and feasibility studies. If you require funding for something else, we strongly advise you contact us prior to making an application.
7. Proposals from individual artists are accepted provided there is clear public benefit.

Ineligibility – what the fund does not support

1. Activity organised for party political, religious or charity fund-raising purposes.
2. Applications where 50% of the cash income has not been identified as coming from other sources. Applications to other funders should have been submitted or be in the process of being submitted.
3. Higher education courses or the costs of attending training courses.
4. Capital schemes, though we may fund equipment purchase as part of a wider eligible project.
5. Retrospective project costs.
6. Applicants who have previously failed to comply with Arts Investment Fund grant conditions, for example failing to return an evaluation report.

Telling us about your project

Use this section to tell us about what your project specifically involves. The questions below are prompts for your guidance so that you know what we are expecting you to tell us in your application. Please be succinct and do not exceed the word limits.

- Tell us what your project will do, what will people see, what will be available for them to do and what activities will take place.
- Is the idea for the project a new one or is it based on the results of previous work?
- How do you know there is a need for the project, have you gathered any evidence or carried out research?
- Why is this project important to your organisation?
- Are you collaborating or connecting with other organisations and people? Who are your partners? How does this benefit the project?
- How will people be able to get involved in shaping the project and who will be involved as it progresses? Who will be able to take part as participants or spectators and how many people do you anticipate will access your project?
- What benefits and outcomes are expected as a result, what are the key changes you want to see as a result of your project?
- What will be the main achievement which you will want to tell people about when the project has ended?

Meeting our Criteria

Your application will need to demonstrate the following:

1. How your project achieves artistic and creative excellence

We are only able to consider work that is of the highest quality. We also aim to support increased cultural production in Kent. We know that quality is difficult to define and we therefore use the dimensions identified by Arts Council England as identified below.

- **Idea** - how strong is the artistic idea, will it deliver your artistic ambition?
- **Outcomes** - what impact the project has, will the work provide an excellent experience which affects and changes people with whom it engages, will it challenge and excite?
- **Development** – how will the work enable the artist to develop their own practice, will it enable the development of the art form and how will it strengthen the delivery of the arts in Kent?

You will need to consider the following checklist:

- Have you clearly set out your creative vision and considered the outcomes which your project will deliver?
- Have you told us how the project will help you deliver your artistic ambition?
- What do you anticipate the impact will be on the people who engage with the work?
- How will the project help to develop you as an organisation or artist?

- How will you work with artists in your project and help them to develop their skills?
- 2. As part of the project development process you have considered how collaboration and partnerships may benefit your project and create impact**

The Arts Investment Fund seeks to encourage the growth of the County's creative clusters and encourages organisations to collaborate and create partnerships that strengthen the cultural infrastructure of Kent, making the most efficient use of scarce resources. Projects should demonstrate how they will contribute to the Kent cultural infrastructure.

You will need to consider the following checklist:

- Are you collaborating on your project with other organisations and practitioners?
- Are there potential or developing relationships that you could explore? Describe your research and opportunities considered.
- How will you make best use of creative networks to enhance your project, encouraging collaboration and audience attendance?

3. You have considered how your proposed activity will result in a project that is accessible and encourages greater participation in cultural activity

We will look for evidence of how your project will be developed and promoted, to make quality arts activity accessible to as wide a range of people as possible. We focus on increasing public engagement in the arts and will prioritise applications that show how they achieve this.

You will need to consider the following checklist:

- What steps have you taken to ensure your event is accessible?
- Have you involved the public in your project to help shape your ideas, and if so how?
- Who is your target audience? Please tell us of any specific focus, such as working with young people
- How have you decided that your project is right for the audience(s) with whom you propose to work?
- How will you market and promote your project in order to reach those people?

4. Show that your project offers value for money

We will look for evidence that project delivery is clearly planned, can be delivered within the capability of your organisation, and does not duplicate other provision in the area. We will look for evidence that the budget is realistic in relation to your proposals and that costs are reasonable.

Given the pressures on public funding, we continually look at ways to maximise the value of the money we invest. You are encouraged to look at more diverse ways of raising funding including sponsorship and crowdsourcing.

You will need to consider the following checklist:

- Is your project sufficiently distinctive and does not duplicate existing provision?
- Is your project based on any prior research or preparation? If so, tell us about that.
- Do you have a project plan setting out the timescale, steps and people involved in delivering your project? If so, you may wish to include this with your application. If not, tell us what practical steps you will take to co-ordinate and deliver the project
- Have you given us a budget that shows enough detail for us to be able to see that your project can be delivered with the resources you have set out?
- What 'added value' does your project bring to Kent?

Meeting KCC's Strategic Outcomes

We also need you to tell us how you believe that your project will help KCC to deliver its strategic and supporting outcomes. All projects must contribute to KCC's strategic outcome:

- *Kent Communities feel the benefits of economic growth by being in work, healthy and enjoying a good quality of life.*

In addition your project must meet one of the two following supporting outcomes:

- *All Kent communities benefit from economic growth and lower levels of deprivation.*
- *Kent residents enjoy a good quality of life, and more people benefit from greater social, cultural and sporting opportunities.*

Other Sources of Funding

Have you explored the full range of funding that may be available to support your project? Some useful websites include:

- Arts Council England - <http://www.artscouncil.org.uk/funding/>
- Directory of Social Change - <http://www.dsc.org.uk/publications>
- Kent 4 Community - <http://www.open4community.info/kent/Default.aspx>
- KCC Community Grants and Funding - http://www.kent.gov.uk/community_and_living/community_grants_and_funding.aspx
- Lottery funding - <http://www.lotteryfunding.org.uk/funding>
- Improvement of Community Health, education and environment www.biglotteryfund.org.uk
- Public Art online <http://www.publicartonline.org.uk/resources/practicaladvice/funding/funding.php>
- Crowdfunding - www.crowdfunder.co.uk/help/guidelines
- Heritage – www.hlf.org.uk
- Innovation in science, technology and art – www.nesta.org.uk

- Film (British Film Industry) – www.bfi.org.uk
- Youth Music (supporting areas of social and economic need) www.youthmusic.org.uk
- Calouste Gulbenkian Foundation (supports original partnership/group projects) www.gulbenkian.org.uk
- Esmee Fairbairn Foundation – www.esmeefairbairn.org.uk

This is not an exhaustive list and is subject to change without notice.

Pre-application advice from Kent's Culture & Creative Economy Service

If there is anything that is not answered in the guidance notes or you require additional information or advice, please email us at arts@kent.gov.uk with your query as early as possible so that we are able to respond in good time before the application submission deadline.

How much do we fund?

We have not specified maximum or minimum levels of funding. The size of grants awarded is assessed on need, their own merits and our criteria and priorities as well as the value of any match funding.

Please be aware that the amount of money we have available for distribution is modest. We are not in a position to award large grants.

Key dates and next steps

The deadline for receipt of 2017/18 applications is **noon** on 3rd February 2017. We expect to be able to notify you of our decision by the end of March 2017.

Applications and all supporting information should be submitted online at www.kent.gov.uk/arts following the link to the Arts Investment Fund.

What we will do:

- We check your application to ensure it is complete and eligible
- We may contact you to request any additional clarification or advise ineligibility
- We will assess your application according to our published criteria and may discuss it with our partners and others
- Recommendations for funding are ratified through the County Council's democratic process
- We then inform you of the decision about your application

Monitoring and evaluation

- We monitor in a range of ways - if you are awarded a grant, a Lead Officer will be assigned as your primary point of contact
- We collect information through your application form and final Evaluation Report, to demonstrate the positive benefits of arts investment