

Guidance for Applicants

Pre-application advice - page 1

Eligibility - page 1

Assessment Criteria - page 2

How much do we fund? - page 4

What happens next? - page 4

Other sources of funding - page 5

Pre-application advice

If you are thinking of applying for £4000 or over, or if you require additional information, please email us at arts@kent.gov.uk.

Eligibility

- a. The applicant must be a non-profit distributing organisation. Proposals from individual artists are accepted provided there is clear public benefit.
- b. Is your application for a project that will be complete by March 2019? If not, please contact us for advice.
- c. Applicants must provide at least 50% cash match (not in-kind) of the total project costs.
- d. Activity must be open to the public, or have a clear public benefit.
- e. Your activity must have direct benefit in Kent.

Ineligibility – what the fund does not support

- a. Activity organised for party political, religious or charity fund-raising purposes.
- b. 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.
- c. Higher education courses or the costs of attending training courses.
- d. Projects where most of the activity takes place in schools, not open to the public.
- e. Capital schemes, though we may fund equipment purchase as part of a wider eligible project.
- f. Retrospective project costs.
- g. Applicants who have previously failed to comply with Arts Investment Fund grant conditions, including failing to return the evaluation at the end of the project.

Assessment criteria

Assessment Criteria	Score
The project meets the eligibility criteria	Yes / no no=rejection
1. Tell us about your project: the project is clearly described, is important to the organisation, and the benefits are clear.	20%
2. How will your project achieve creative excellence: there is a clear creative vision and approach to development	20%
3. How will people engage with your project: audience and/or participants are described; appropriate methods for increasing engagement are described with realistic targets	10%
4. How will your project meet ambitions within the Kent Cultural Strategy: the application shows understanding of the wider strategic context	10%
5. How will the project contribute to the sustainability of your organisation or practice: the project shows how it contributes to longer term aims	10%
6. Project Timeline: key milestones and responsibilities are clearly defined	10%
7. Budget: the project offers value for money and the budget is realistic	10%
8. Tell us how you will evaluate your project: demonstrates a comprehensive approach to project monitoring and evaluation	10%

1 Tell us about your project. (max 500 words)

- 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?
- What benefits and outcomes are expected as a result, what are the key changes you want to see because of your project?
- 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?
- What will be the main achievement which you will want to tell people about when the project has ended?

2 How will your project achieve creative excellence? (max 500 words)

We know that quality is difficult to define and we use the following dimensions:

- Idea - how strong is the artistic idea, will it deliver your creative 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:

- Have you clearly set out your vision and considered the outcomes which your project will deliver?
- Have you told us how the project will help you deliver your creative ambition?
- Have you considered how you will critically review your work during development and once the project is complete?
- 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?

3 How will people engage with your project? Tell us what methods you will use to reach your target participants and audience. (max 500 words)

We will look for evidence of how your project will be developed and promoted to make creative 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:

- Who is your target audience or participants? Please tell us of any specific focus.
- How have you decided that your project is right for the audience or participants with whom you propose to engage?
- 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 audience and how many people do you anticipate will access your project?
- How will you market and promote your project to reach those people?
- What steps have you taken to ensure your event is accessible?

4 How will your project meet ambitions within the Kent Cultural Strategy 'Inspirational Activity, Transforming Lives Every Day'. (max 300 words)

The strategic priorities for the sector are set out in the Kent Cultural Strategy 'Inspirational Activity, Transforming Lives Every Day'. There is a link to the strategy document within the application.

We need you to tell us briefly how you believe that your project will help us to deliver our strategic priorities. This will help us to understand how your work fits into the provision and development of the cultural sector in a county, or even a regional or national context, and how it will impact on your local community.

You will need to consider the following:

- Is there a need for the project, have you gathered any evidence or carried out research?
- Is your project sufficiently distinctive and does not duplicate existing provision?
- Has consideration been given to collaborating with other people or organisations?
- What 'added value' does your project bring to Kent?

5 How will the project contribute to the sustainability of your organisation or practice? (max 300 words)

Considering the aims of your organisation or practice, how does this project contribute? What does it achieve that makes your work more sustainable in the longer term and what is the legacy?

6 Project Timeline

List the activity and key project milestones from the start to the finish of the project. Remember to include project preparation time and time for the evaluation. Show who will take responsibility for each activity.

7 Budget

Your budget will need to show at least 50% match funding as cash funding (not in-kind) from other sources. If you are using funds from your own reserves will ask to see proof that the funding is in place and available – usually a copy of your bank account.

- 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?
- We will look for evidence that the budget is realistic in relation to your proposals and that costs are reasonable.

8 Tell us how you will evaluate you project. (max 300 words)

Please briefly tell us how you plan to monitor the progress of your activity and to evaluate your achievements throughout the activity. How will you know what was successful and what worked less well? 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.

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 is limited. We are not able to award large grants and if you are considering applying for a grant of over £4000 you will need to speak to a member of staff first. Please email arts@kent.gov.uk to make an appointment.

What happens next?

- We check your application to ensure it is complete and eligible.
- We may contact you to request any additional clarification.
- Assessment will be made based on the criteria above.
- Recommendations for funding are ratified through the County Council's democratic process.
- We then inform you of the decision about your application: we aim to let you know by the end of March.

Other Sources of Funding

- 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>
- Big Lottery Fund 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