

# For current NPOs applying to the new NPO programme

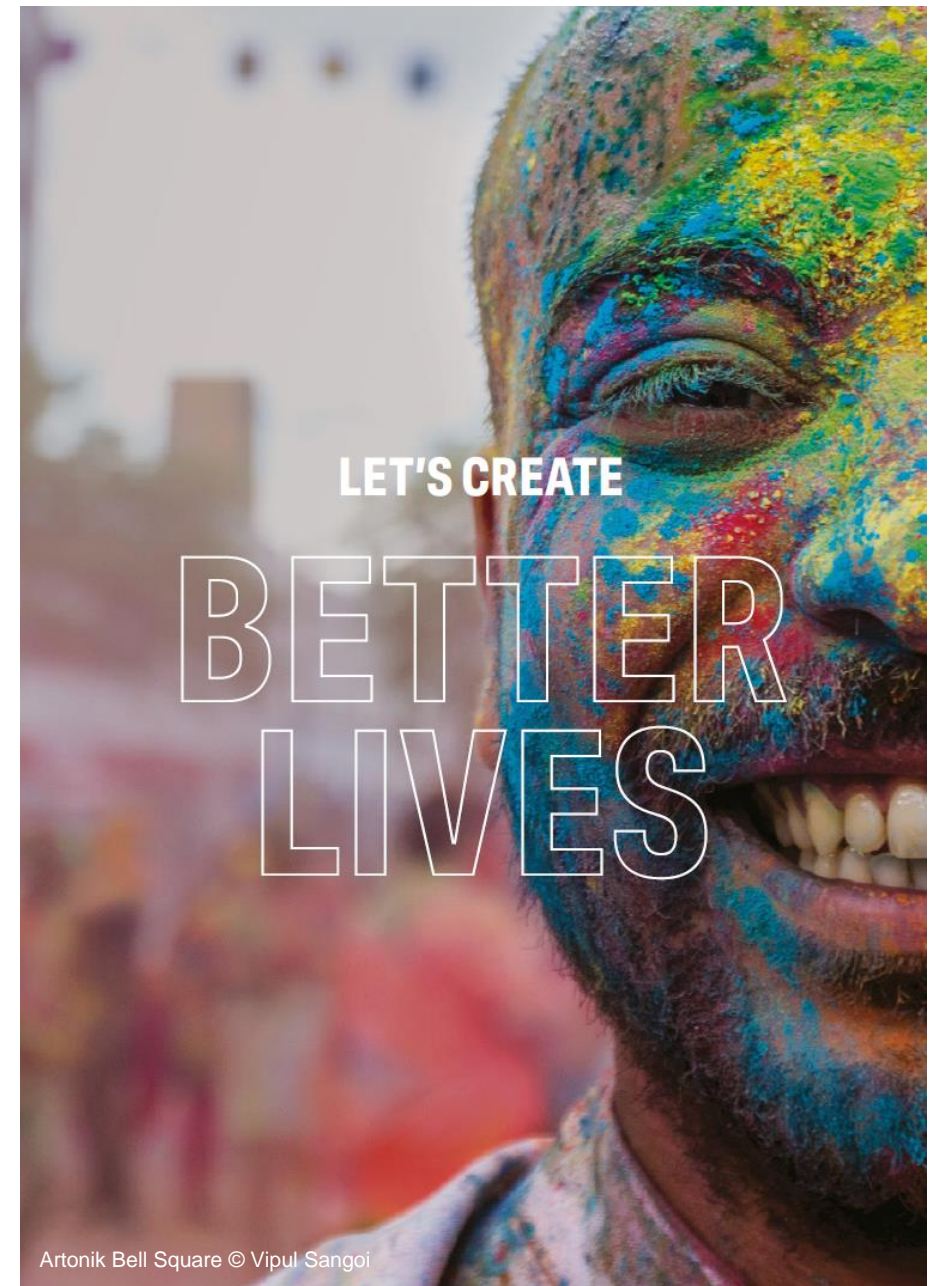
## WE'RE STARTING SOON...

We recommend using the Desktop version of Zoom.

This session will be supported by live captions and BSL interpretation.

This session will be recorded and available to watch online afterwards. We won't ask you to turn on your camera or microphone at any time.

You can submit questions using the Q&A box.



# Who is here today

## **BSL interpretation:**

Clare Reed

Rachael Patterson

## **Live captions:**

Marea O'Brien

## **Presenters and panel:**

Michelle Dickson, Director, Strategy

Alex Middleton, Senior Manager, Funded Organisations

## **Q&A host:**

Dan Smith, Head of Marketing and Internal Communication

# What we'll cover today

## Overview

Documents & timeline

## Making an application

Before you start

Application amounts

Application form & questions

Addendum to the Guidance for Applicants

## What comes next

Balancing and decision-making

The Relationship Framework including monitoring, reporting and interventions

**10 minute break, followed by Q&A**

## Before you go...

Reminder of next steps and support available



Emergency Exit Arts - Thamesmead 50th Birthday © Emergency Exit Arts

# Overview: Timeline

**January:** Guidance for Applicants published

**February:** Relationship Framework, Planning Figures, Addendum to Guidance

**March:** digital briefings until 17 March

**12pm (midday) Monday 28 February:** Application portal opened

**12pm (midday) Wednesday 18 May:** Application portal closes

**October:** Decisions communicated

# Overview: Documents and information

## Essential documents

- Guidance for Applicants (NPO or IPSO)
- Addendum to Guidance for Applicants (same for both NPO and IPSO applications)
- Templates:
  - Financial information (both NPO and IPSO)
  - Investment Principles information (both NPO and IPSO)
  - Activity in support of Outcomes (NPO only)
  - Activity in support of helping others embed Investment Principles (IPSO only)

## Supporting information

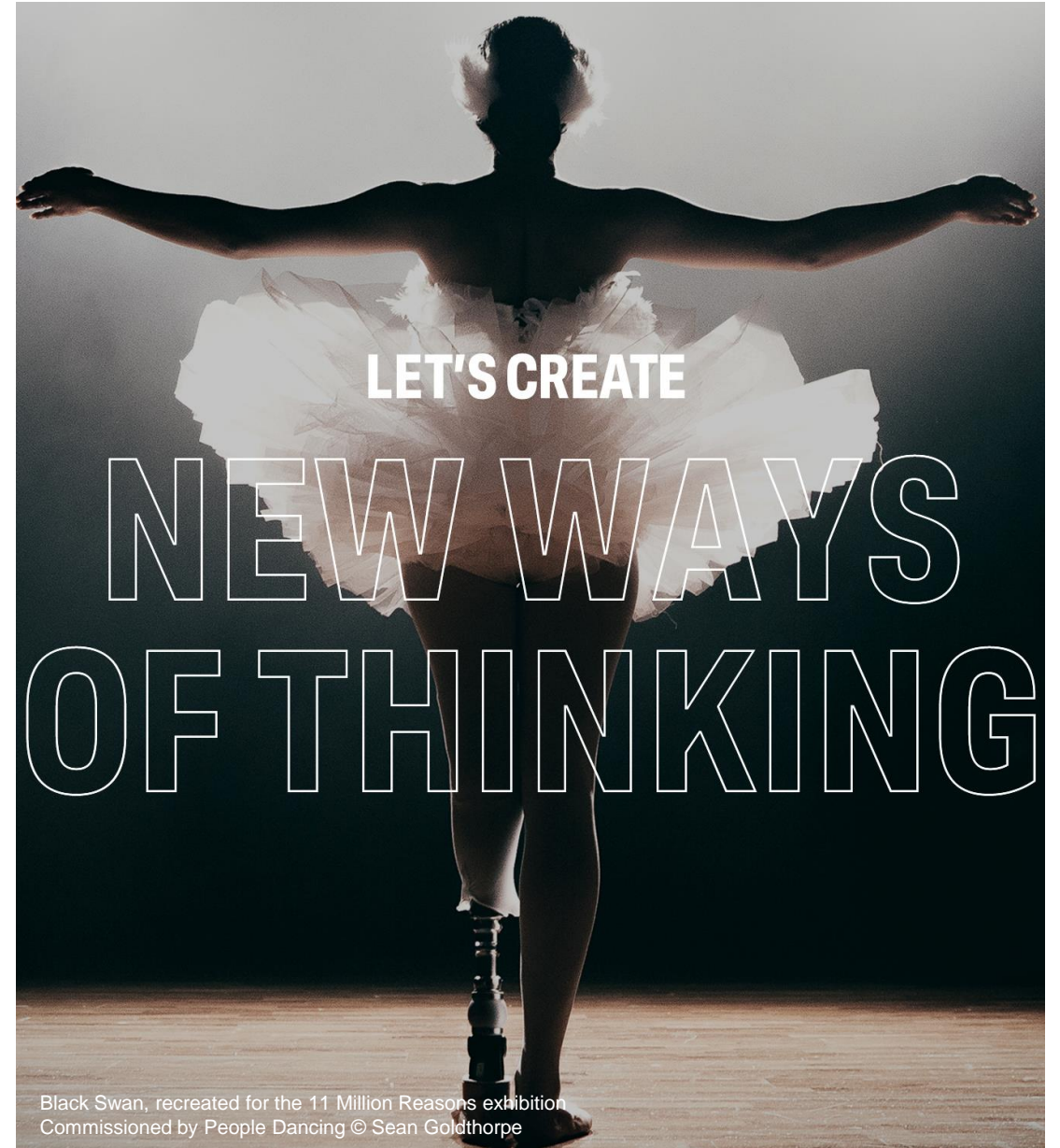
- Example templates, how-to guides and walkthrough videos
- Information sheets – Access support, Equality and fair pay, Supporting practitioners, Good governance
- Offline application templates in Word docs
- FAQs

## Background reading

- Let's Create, Delivery Plan, Investment Principles information

# Applying: Before you start

- Check you are eligible (eligibility is listed in the Guidance for Applicants)
- Book an Introductory conversation (mandatory for new applicants, optional for current NPOs)
- Create a Grantium profile (or make sure your existing one is up to date)
- Make sure you've done some background reading, so you know what we're aiming to achieve with this Investment Programme



# Applying: Amount to apply for

## Planning figure

This is the maximum amount you must base your main application and budget on.

It is designed to enable the Arts Council to see what you would offer in return for this level of funding.

## What the Planning figure means for your activity

We know a standstill Planning figure adds further pressure to organisations at a very difficult time for the sector.

Make sure your application responds to Let's Create – but in an achievable way. This may well mean scaling back output.

# Applying: The application form

- The application form is hosted on Grantium, our online portal.
- We can provide access support, but applications must be made on this platform.
- Information including contact details and governance document will be added to the form from your applicant profile.
- You will need to complete some parts of the application on excel templates (available on our website now), and uploaded to Grantium as part of your application.
- We will also use our existing knowledge of your organisation – whether current NPOs, or recipients of investment from other programmes. This will help inform us about your track record.
- Governance and leadership profile: this is important information that we need for our balancing process. Please make sure this is added completely.



# Applying: Background questions

These questions relate to your organisation as a whole:

## **Your mission and purpose:**

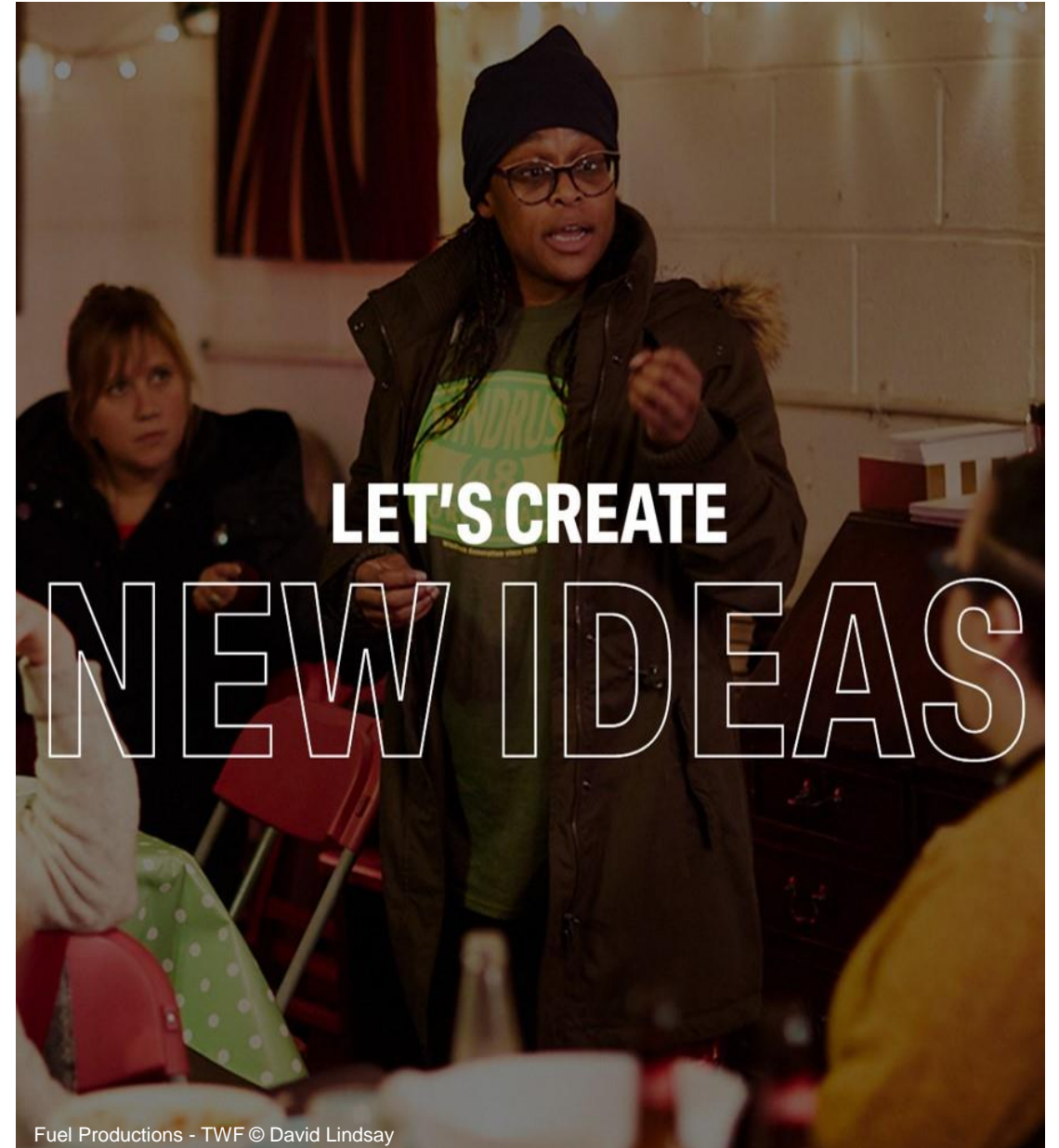
Where does creativity and culture fit here?

## **Your track record in access and excellence:**

How can you help us continue to improve access to creative and cultural experiences?

What can you tell us about the quality of your work?

Think about this alongside our strategy, Let's Create.



Fuel Productions - TWF © David Lindsay

# Applying: Background questions cont'd

## Management and governance:

Tell us about your board or oversight group, and what role it will take in overseeing the delivery of our funding agreement and helping embed Investment Principles

How will you put appropriate governance or oversight arrangements in place if you don't already have a board.

If your board or oversight structure includes Executive Officers, let us know about Conflict of Interest policies – and independent members of the board are a clear majority.

**The board or oversight group must be in place by 1 April 2023**

# Applying: Contributing to our Outcomes

**Our Outcomes: Creative People | Cultural Communities | Creative and Cultural Country**

**Applying for £1 million per year or more?** Unlikely to be successful unless you contribute to all three Outcomes and show this in your application.

**Applying for less than this?** Only contribute to one or two Outcomes. Depth of activity, over breadth, is encouraged.

You have some questions to respond to, along with the first template to complete: the **Activity plan**.

Tell us about your plans for the whole funding period and to drill down into this activity in your Activity plan for 2023/24

How much of your activity will contribute to each of the Outcomes you have selected?

The **Activity plan** asks for more detail about the first year of activity, including where it will take place, and which Elements of the Outcomes you plan to deliver. As with the Outcomes: be selective. Don't try and respond to every Element for your selected Outcomes.

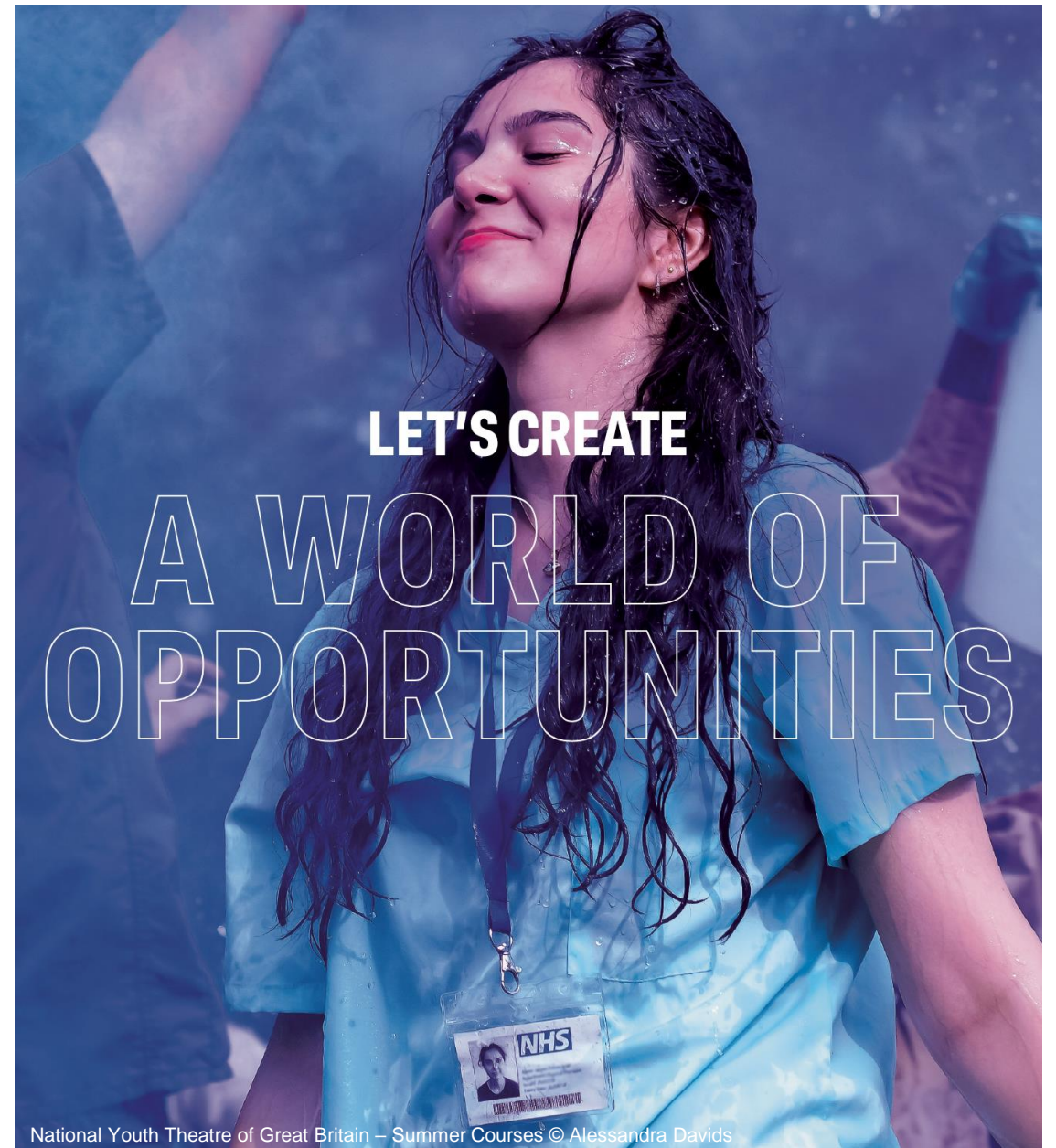
# Applying: Embedding our Investment Principles

Use the second template - the **Investment Principles plan** – to give us information on this

Tell us your three-year ambition for each of the four Investment Principles, and the actions you plan to take in the first year of funding.

What we're looking for:

- What's the journey you're on?
- What process will your organisation go through?
- How you will monitor and measure success?
- How will you use data to track progress?



National Youth Theatre of Great Britain – Summer Courses © Alessandra Davids

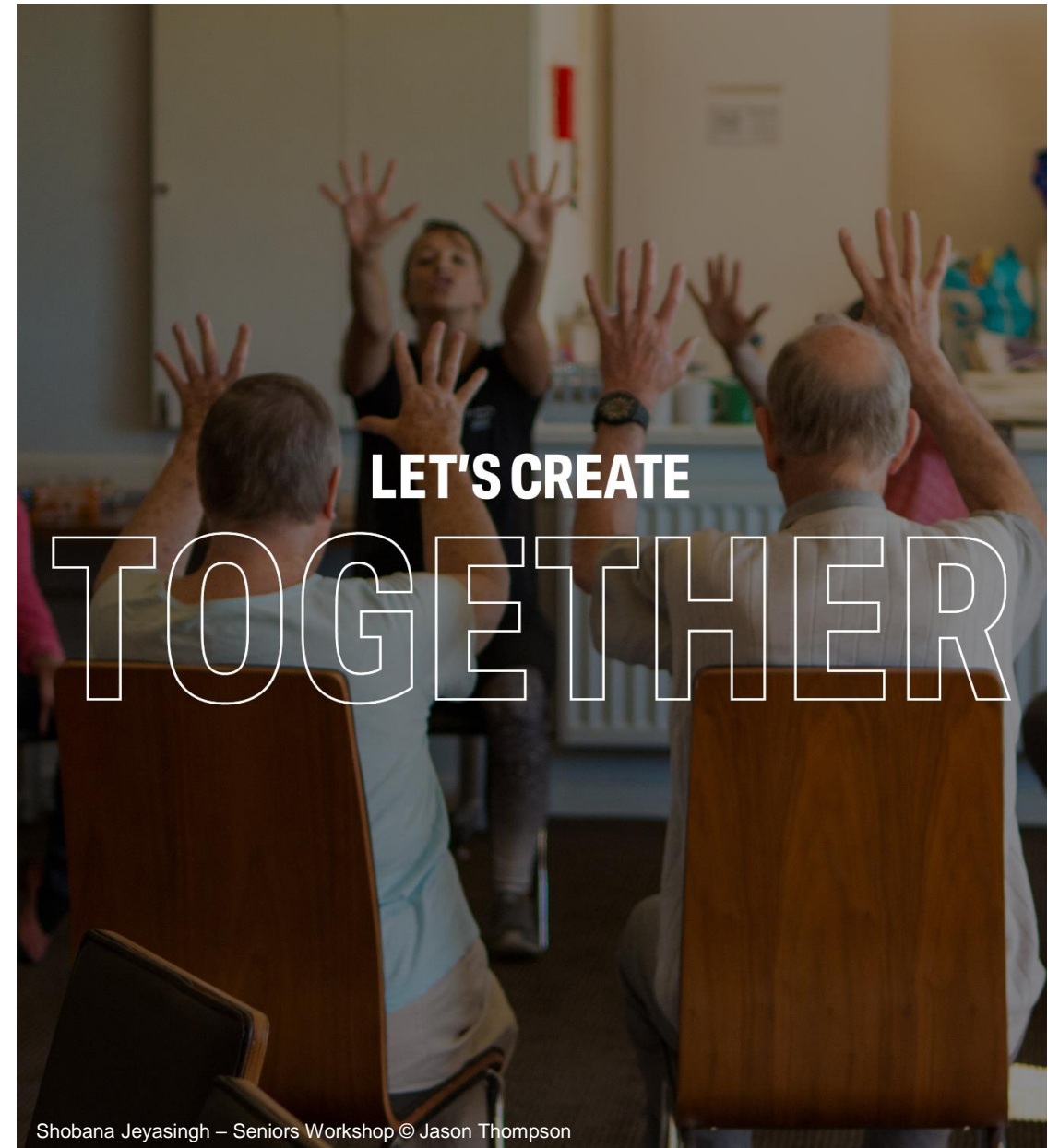
# Applying: Financial template

Upload your most recent financial statements, and complete the third and final template – **Financial template**. The template has three parts:

- Balance sheet
- Annual budget for each funding year
- Cashflow forecast for first funding year

To note:

- Information should be about your whole organisation
- We need you to use the template, so we can consistently and fairly assess applications
- Think about access costs in the budget



Shobana Jeyasingh – Seniors Workshop © Jason Thompson

# Applying: Additional investment request

**NPOs can apply for additional investment – but the rest of your application must be based on your Planning figure (as a maximum grant).**

Any additional investment request must clearly demonstrate how it could help you further deliver against Let's Create.

A budget is not required, but an outline 'costed breakdown' of the activity as part of your narrative response must be included.

The additional investment can be a one-off project, or used to build the core business.

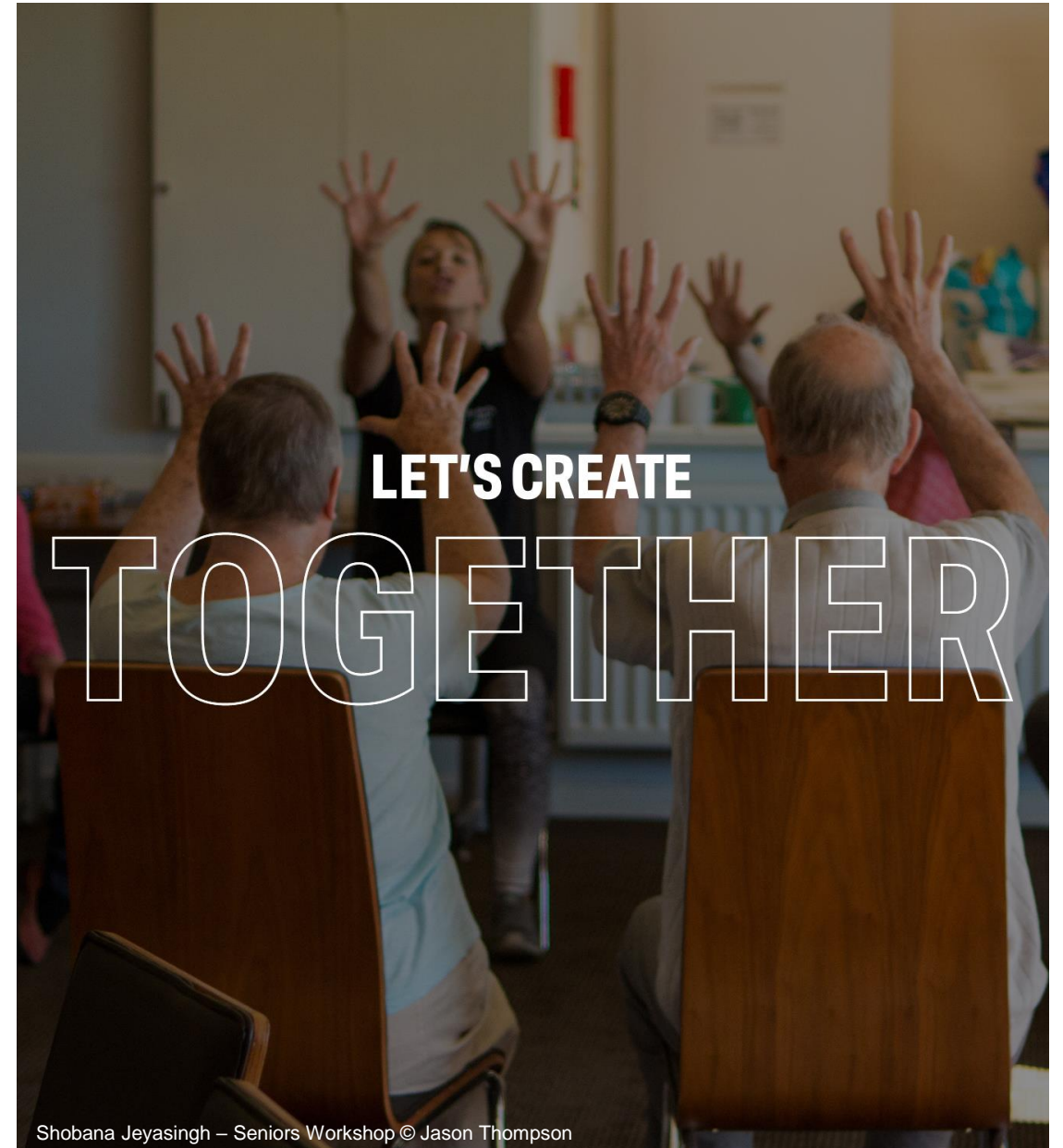
All NPOs can apply for additional investment, but we are focusing on uplifts in specific areas:

- Organisations with diverse leadership
- Organisations in or working with certain locations – i.e. Levelling Up for Culture Places

# Applying: Addendum

Addendum to the Guidance for Applicants was published on 23 February 2022. It's mandatory reading for all applicants, and it responds to Government's Levelling Up agenda.

- We know London-based organisations will find this most difficult. We will make decisions carefully and fairly, based on the applications we receive.
- We know many London-based organisations deliver activity outside of London – we will consider this when we make our decisions.
- We want to be clear: the Addendum does not change any organisation's eligibility to apply.



Shobana Jeyasingh – Seniors Workshop © Jason Thompson

# Applying: Addendum – Levelling Up for Culture Places

109 places identified outside of London. We'll prioritise additional investment in these places by:

- Increasing our investment in existing NPOs in Levelling Up for Culture Places
- Investing in new NPOs and IPSOs in Levelling Up for Culture Places
- Investing in new activity in Levelling Up for Culture Places, delivered by organisations outside those Places but working in partnership with those Places

**Based in a Levelling Up for Culture Place?** We'll take this into account.

**Based outside of a Levelling Up for Culture Place?** If you're planning to work in one or more of the Levelling Up for Culture Places, then include this in your Activity plan for 2023/24. Indicate where, and tell us how the activity has been planned in partnership with those Places.

**Applying for more than £2 million per year?** Collectively, these organisations need to increase their activity in these places by 15% by the end of the third year of this programme (2025/26). This can include talks, workshops, education programmes, tours, co-productions, mentoring. A baseline will be established for tracking.



# Applying: Addendum – Redistributing money from London

We will remove funding from some current NPOs, reduce funding to others, and explore relocations out of London with organisations who express an interest in this through the application.

## **Relocations:**

We aim to move £8 million of annual investment outside of London by the third year of this programme through relocations.

**By this we mean London based organisations moving their registered and main office outside of London by 1 April 2025.**

For now, all London-based applicants need to do is answer ‘yes’ or ‘no’, in the application form, as to whether they are willing to relocate outside of London by 1 April 2025.

We know this isn’t right for everyone – but it may be something you are willing to explore.

For any organisation that responds ‘yes’ in the application, we’ll contact you with more information about what it means in the summer, so you can then clarify your answer before our final decisions are made.

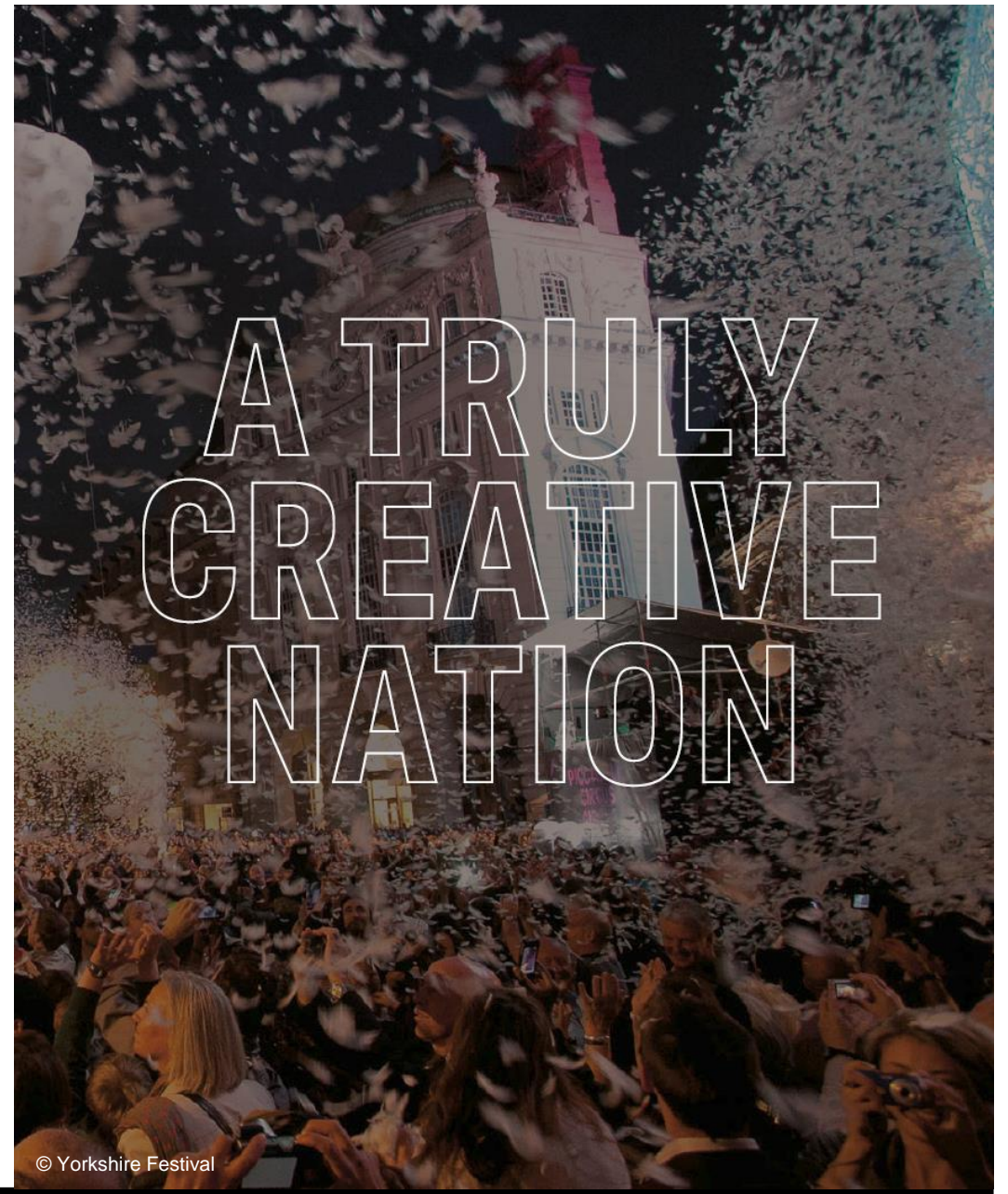
# Balancing

After assessing applications against these criteria:

- Commitment to access and excellence
- Strength of contribution to Outcomes
- Likely progress against the Investment Principles
- Risk assessing including governance and management arrangements, and financial viability

We then use our balancing criteria to select a group of fundable organisations that could make up a portfolio that is:

- More geographically representative
- Has a leadership more representative of England in relation to disability, race, sex and includes more people from lower socio-economic backgrounds
- Represents a wide range of creative and cultural provision



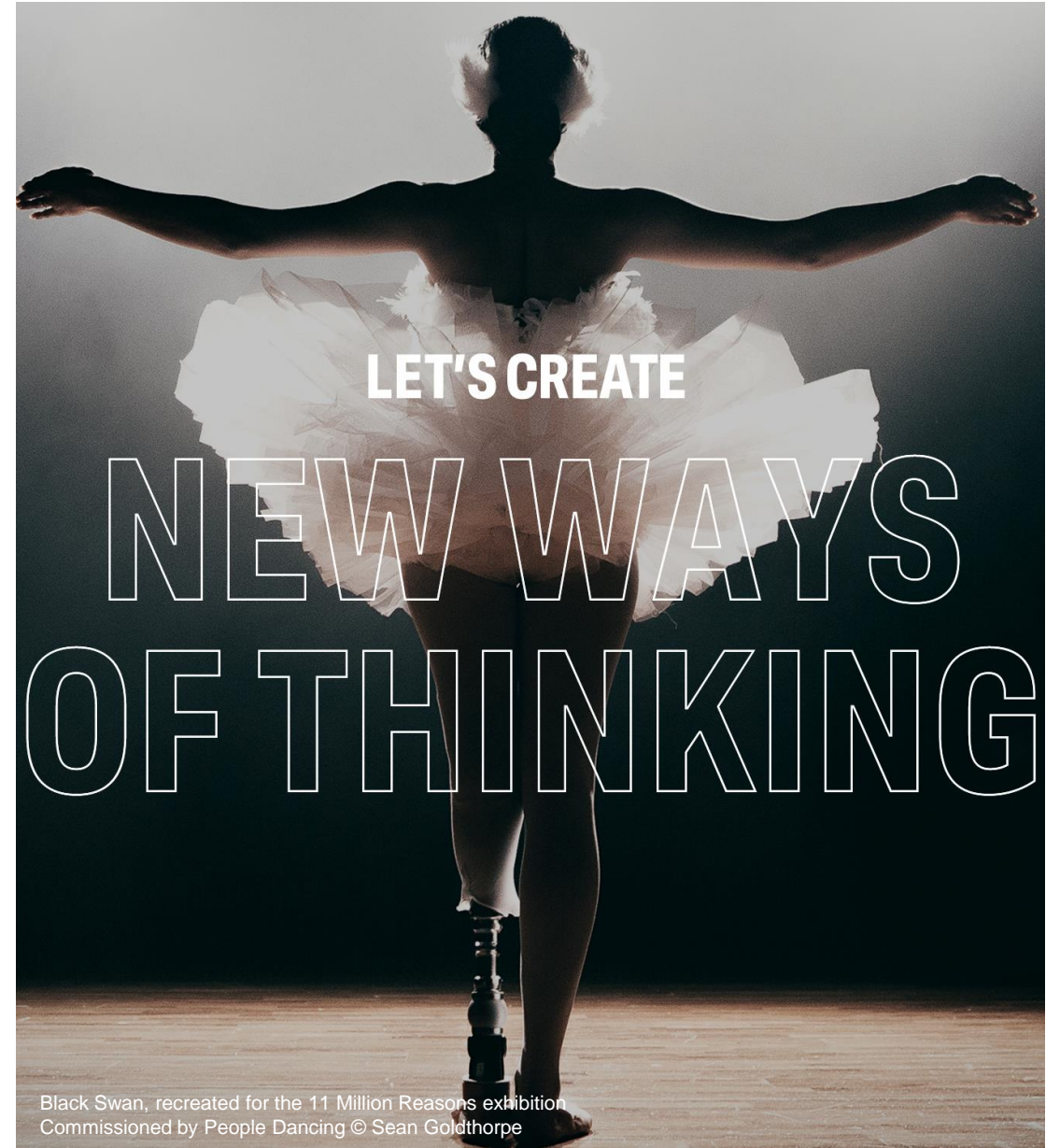
# Balancing cont.

**Geography** - we'll take into account:

- the Levelling Up for Culture Places
- our 5 London Priority Places for London based applicants
- places of historically low Arts Council investment
- places of historically low cultural engagement and the spread across the country between rural, towns and cities

**Diversity** –we'll look at:

- Whether your organisation is diverse-led
- How representative of England the individuals that lead your organisation are (CEO, ADs, Chairperson...)
- How representative of England your board and senior management are



Black Swan, recreated for the 11 Million Reasons exhibition  
Commissioned by People Dancing © Sean Goldthorpe

# Balancing cont.

**Range of creative and cultural provision** - we'll take into account:

- the range of artforms and disciplines, including the balance of arts organisations and museums and libraries
- the types of organisations including building based, touring, festivals etc
- the spread of activity across our Outcomes and their Elements
- the spread of support offered by IPSOs

# Relationship Framework

The Relationship Framework sets out how we'll work with you. We recommend you and your board or oversight group read it before applying, so you know what to expect working with us.

**Monitoring and reporting will be key.** We expect:

- Boards/oversight groups to take responsibility for delivery of funding agreement with us
- Regular (at least quarterly) and accurate reports on targets and success measures
- Appropriate steps to improve performance

Accurate, timely and relevant data will be required too.

We know most organisations are well-established and well-run. We will minimise our ongoing contact with most organisations where we can.



Emergency Exit Arts - Thamesmead 50th Birthday © Emergency Exit Arts

# Relationship Framework cont.

**Risk will be monitored throughout the funding period.**

Categories outlined in the Relationship Framework are:

- Activity
- Investment Principles
- Governance and management
- Financial viability
- Reputational risk

If risk increases, we will increase our monitoring. The Relationship Framework also covers what sort of interventions we may make if necessary: from attending board meetings to asking for further reporting – and ultimately, withdrawal of funding.

**10 minute break  
followed by Q&A session**

# Before you go...

**When's the application deadline?** 12pm (midday) Wednesday 18 May

**What steps should I take first?** Tell us if you have any access requirements, do some background reading, get set up on Grantium (or update your profile)

**Do I need an Introductory conversation?** If you've not booked one yet, you can do. These are mandatory for new applicants (book online), and optional for current NPOs (book via RM)

**Can I start my application?** Yes. Read the essential documentation (Guidance for Applicants and the Addendum) and make use of the supporting materials as and when you need.

**What if I have a question?** Take a look at our FAQs – and if you can't find the answer there, do get in touch.

Everything you need can be found here: [www.artscouncil.org.uk/Investment23](http://www.artscouncil.org.uk/Investment23)

**THANKS FOR JOINING US TODAY**