

Creative People and Places Programme 2026-2029

Information if you want to apply



Easy read booklet

Who we are and what this booklet is about



We are **Arts Council England**.
We help artists and arts organisations be creative and make art and culture.



One way we help is by giving people and organisations money. This is called **funding**.



One of our funding programmes is called **Creative People and Places**.



This booklet tells you how to apply for Creative People and Places funding.

Creative People and Places



We know some **communities** are less likely to be involved with arts and culture.



Communities are groups of people who have something about them that is the same, like the area they live in, disabilities or background.



Creative People and Places is funding to support people from all communities to be involved with arts and culture.

LET'S
CREATE

We wrote a plan called **Let's Create** about how we want to help artists and organisations do creative work from 2020 to 2030.

[Click this link to read Let's Create](#)



Creative People and Places is an important part of how we will make Let's Create happen.



If you apply for Creative People and Places funding, you must think about the **Outcomes** and **Principles** that are part of Let's Create.

[Click this link to read the Outcomes](#)

[Click this link to read the Principles](#)



Outcomes are what we want our plan to do. **Principles** are what we believe in.



We call Creative People and Places **CPP** for short. We call it CPP in the rest of this booklet.

Aims and outcomes



Aims for CPP

The main aims for CPP are to

- **get more people involved** with arts and culture in places where less arts and culture happens.
- **help communities** be part of choosing what arts and culture happens in their local area.
- **make sure it is easy for communities to get involved** and that the arts and culture that happens is right for them.
- **support communities and organisations** to work as **partners**.
- **follow an Action Research** way of working.



Partners are 2 or more people or organisations who work together.



Action Research is when you study something while it is happening so you can learn about it and share the information you find out.



Things you should think about

To follow our aims for CPP

- make sure what you do is right for your communities.
- use things your communities already have, like people, skills, buildings or equipment.
- show your communities lots of different types of arts and culture to find out what they like.
- try new and different ways to work with your communities and support your partners to do this as well.
- think about what is different about what you do and tell us about it.



Outcomes for CPP

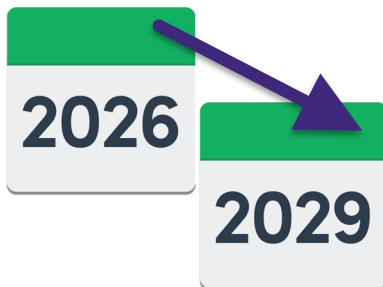
The outcomes we want for CPP are

- your work gets more people involved with arts and culture in places where less arts and culture happens.
- the arts and culture you make is good quality and right for your communities.
- you find new ways to involve more people in creativity, and arts and culture.

How much you can apply for



You can apply for money between **£750,000 and £1,000,000**. We will give this over three years.



Your activity must start on **1 April 2026** and last for 3 years. It must end on **31 March 2029**.



You need to find other ways to get at least 15% of the total money you need for your activity.



This could be from things like ticket sales, donations or from other organisations.

Who can apply



To apply for CPP you must be a group of organisations with a written agreement to work together. This is called a **consortium**.



Your consortium needs to have 3 to 5 main members. Other smaller members or partners can help. The smaller members can change over time.



Main consortium members can only make 1 CPP application and cannot be individuals.



Your consortium needs to include some organisations that work in arts and culture and some groups from the community.



Your consortium needs to pick one organisation with an office in England or Wales to fill out the application. They are called the **lead applicant**.



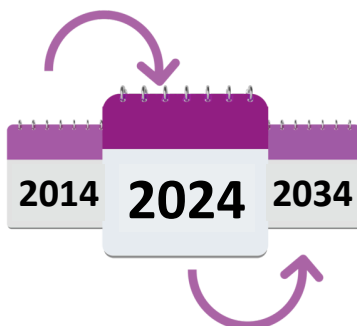
Your consortium should think about having an **independent chair**. This is someone who can help you, who does not work for any organisations in your consortium.



If you have a national portfolio organisation in your consortium the activity must be a new one we do not already fund.



The consortium needs to help people in one or more **eligible** places. **Eligible** means meet the rules for something. You can see a list of these places [here](#).



If a place gets help with CPP funding it will be an eligible place for the next 10 years.

Who cannot apply



You cannot apply

- ✘ if you are just one company or one person.



- ✘ if your activity is just about making money instead of helping more people see art and culture.



- ✘ if your activity is going to take place outside of England.



- ✘ if a **local authority** will get money from this funding.
Local authorities are in charge of running local services.

Activities you cannot apply for



We want to give money to help our aims and outcomes.



We do not want to give money to activities that

- ✗ are nothing to do with arts and culture.

- ✗ do not help people in England.

- ✗ are for things that are not new or are already happening.



- ✗ are for anything that you have spent money on already.

- ✗ give out money to other people.



- ✗ are just about teaching artists new skills and not about the public seeing art and culture.

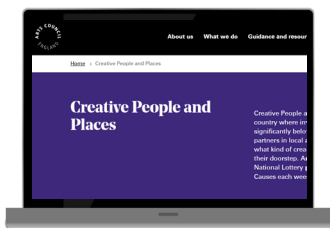


Places that already get a lot of money from us need to show that their activity will be worth doing.

If you want to apply



You need to show us the email we sent you saying you have spoken to us about applying for CPP.



Sign up to our **Register of Interest [here](#)**. This will tell you more about CPP and let you talk with other organisations close to you that could help.



Go to our live meetings to find out more about how to apply. These will happen in **Summer 2024**.



You must talk to one of our **Senior or Relationship Managers** for your area.



You must book a meeting with one between **5 August 2024** and **19 December 2024**. This meeting is called an **introductory conversation**.

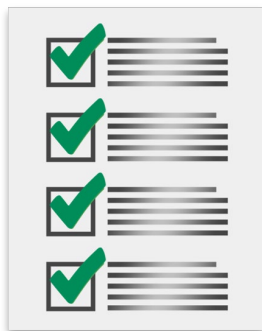


To book an introductory conversion

- Call **0161 934 4317**
- Email enquiries@artscouncil.org.uk

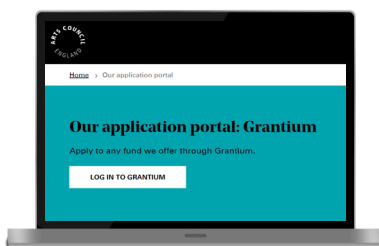


Your lead applicant must book and be at the introductory conversation, but other consortium members can join.



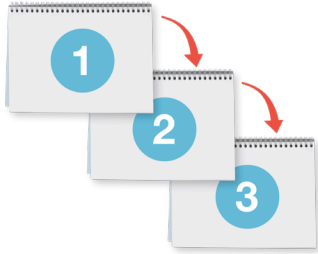
We will talk about

- where your activity will happen.
- how it helps our aims.
- who will help your consortium.
- how your community will have their say.



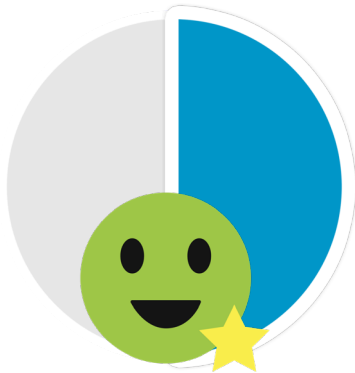
Sign up to our online portal called Grantium [here](#). This is where you can start your application on **12 September 2024**. You must finish by **midday on 16 January 2025**.

What we want to see in your application



Applications are split into 3 sections. These are

1. **Meeting the brief.**
2. **Governance and management.**
3. **Financial Viability.**



1. Meeting the brief

Meeting the brief means you show you will do what we want. Half the score for your application will come from your answers in this section.



You can write up to 25,000 **characters** to answer the questions in this section. **Characters** are letters, numbers and punctuation marks.



You need to show

- how you will include the aims of CPP in what you will do.



- how your community will be part of what you do.



- how you will be **inclusive** and meet the needs of the types of people in your local area.



Inclusive means everyone can be involved.



- how you will learn from what you do and share the information you find out. You must agree to be in some learning groups that we run.



- the activities you will do and how many people you want to take part in them.



We will use our **criteria** to decide your score. **Criteria** are things we are looking for to help us make our decision.



We will decide if

- your plan helps to meet the main aims for CPP.
- you will work with partners from your community in a good way and let them make decisions.
- you will help communities have their say in new areas. This is for organisations that already get CPP funding.
- your plan is good and will help communities be part of choosing what arts and culture happens in their local area.
- you will work in new and different ways.
- your activity is worth doing, if a place already gets a lot of money from us.
- your activity is new. We do not want activities that are the same as others we already give money to.





2. Governance and management.

Governance means how an organisation is managed and who can make decisions.



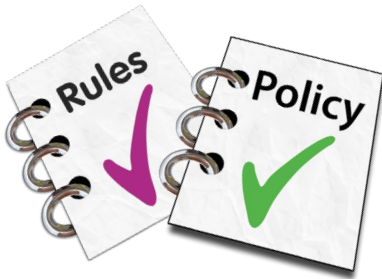
A quarter of the score for your application will come from your answers in this section. You can write up to 20,000 characters.



You need to show

- how you will make your activity happen, including the skills your team have.
- your **governance structures**.
- how you will manage **conflicts of interest**.
- how your management and governance match our principles for CPP.
- how you will check what you do is good and meets our outcomes for CPP.
- how you will send us the **data** we want.





Your **governance structures** are how some important things in your organisation are managed, like rules, policies, and decisions.

Conflicts of interest are when someone might make the wrong decision because it helps them.

Data is information, numbers and facts.

We will use our criteria to decide your score.

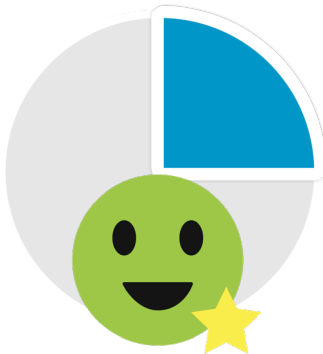
We will decide if

- your plan will work.
- you have the right skills and time to do the activity.
- we agree with your aims.
- you know the area where the activity will happen.
- your activity will be able to change if it needs to.
- you will check your activity goes well.
- you will make sure the leaders can make decisions.
- your governance meets our rules.



3. Financial Viability.

Financial viability means if an organisation has enough money to pay costs and keep going.



A quarter of the score for your application will come from your answers in this section. You can write up to 20,000 characters.



You need to show

- your team has the skills to manage the CPP funding.
- how your team has managed this type of funding before.
- information about your **match funding**. For CPP at least 15% of your total costs must be paid for using match funding.



Match funding is when you get some of the money you need from other places.



We will use our criteria to decide your score.



We will decide if

- your activity has financial viability.
- the general costs of your activity are ok.
- your partners will take part with their money.
- any big things you need to buy are well planned.
- the activity will make a difference to enough people.



Documents you need to send us

You need to send us



✓ **Activity Plan.** This tells us about activities for your project.

Send us your full activity plan for the first 6 months and a simple one for the rest of the time. Include important dates and **review dates**.



Review dates are the dates you will look at how well your activities and plan are going and think what you can do better.



✓ **Email.** Send the email we sent you saying you have spoken to us about applying for CPP.



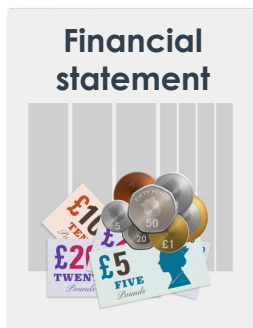
✓ **Letter.** You must attach a letter signed by all partners in the consortium that says they agree to CPP funding.



✓ **Governance documents** for the lead applicant if they are not a National Portfolio Organisation. These tell us how an organisation is managed and who can make decisions.



✓ **Budget.** This shows how you will earn money and how you will spend your funding if you get it. Send us your full budget for the first 6 month and a simple one for the rest of the time.



✓ **Financial Statements** for the lead applicant if they are not a National Portfolio Organisation. These are finance documents for the latest financial year an organisation completed official accounts.

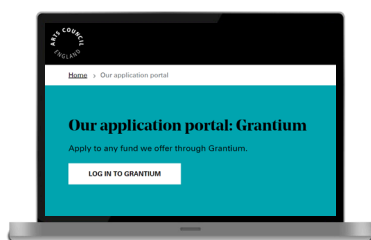


✓ **Management Accounts.** These are reports done about your organisation for the managers. They are normally done every month or 4 times a year.

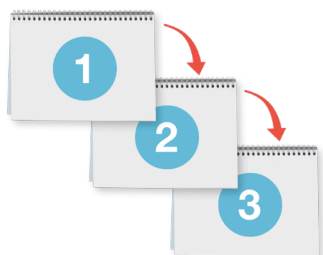


✓ **Certified Project Accounts.** These show your organisation's money and business situation for your project. **Certified** means they are checked by someone who has passed accounting exams and can check company accounts.

How to apply

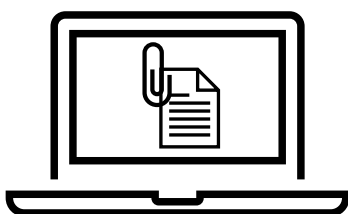


You need to apply using our online system called **Grantium**. [Click this link to find out more about Grantium](#)



You need to fill in the 3 sections

1. **Meeting the brief.**
2. **Governance and management.**
3. **Financial Viability.**



You need to attach all the right documents for each section.



You must send your application by **midday on 16 January 2025**. This is called the application deadline.



After you send your application, we will

- email you to say we got it.
- check it is eligible.
- tell you if it is not eligible.

Assessment and balancing



We will check if your application meets the criteria. This is called the **assessment**.

A graphic titled "Application Form" showing four sections: "Name" with a person icon, "Address" with a house icon, "Education" with a person at a desk icon, and "Work" with a person at a desk icon.

For the assessment, we will think about the information in your application and any other information we have about your organisation.



We will decide if you have

- **not met**. This means your application does not meet the criteria.
- **potential**. This means your application does not meet the criteria yet but might be able to.
- **met**. This means your application meets the criteria.
- **met (strong)**. This means your application is very good.
- **met (outstanding)**. This means your application is brilliant.





We will then compare your application with others. This is called **balancing**.



We cannot give funding to everyone who applies. Balancing helps us work out which projects we want to give funding to.



For balancing, we will think about

- how good the application is.

This includes how well it meets the criteria and how much difference the project will make.



- how to get a good mix of projects.

We want to have a mix of projects that work with different people and communities, different types of art and culture, and different ways of getting people involved.



Interviews and how we make our decision



We will think about your application. We will decide if we want to invite you for an interview or if we cannot give you any funding.



We will tell you by **30 June 2025**.



We will tell you if we need more information and if we have any questions.



The interview will be online. It will be between **7 and 18 July 2025**.



Your lead applicant must be at the interview and you should bring up to 4 more people who are part of your consortium.



You need to show how you will involve other people. You can bring other people from the local community to your interview to help show this.



At the interview you will have 10 minutes to talk about your project. The whole interview will be up to 1 and a half hours.

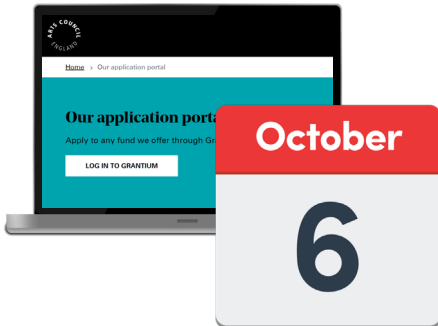


A group of people from Arts Council England will be at the interview. They will think about your application and if it meets our criteria.

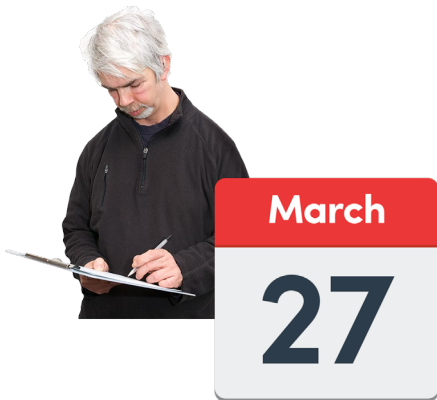


The information from your interview will help us make our decision.

If your application is successful



We will tell you if you are successful on Grantium on **6 October 2025**.



We will spend 6 months agreeing how much money you will get. The funding agreement must be signed by **27 March 2026**.



If you are new to CPP you have 6 months to start working with other organisations, make your plans and hire new staff. We will check your plans.



You and your new team will start the activity on **1 April 2026**.

Important dates

16 Jan

2025

You must finish your application before **Midday 16 January 2025**

Jan

2025

We check if your application is eligible in **January 2025**

Jan to June

2025

We look at applications between **January and June 2025**

30 June

2025

We tell you if you are invited to an interview on **30 June 2025**

7 to 18 July

2025

Your interview will be between **7 and 18 July 2025**

6 Oct

2025

We tell you how your interview went by **6 October 2025**

27 Feb

2026

We sign the funding agreements and send them out **no later than 27 February 2026**

1 April

2026

You start your activity on **1 April 2026**

Other information



Subsidy control rules

A **subsidy** is money is given to a person or an organisation to help them keep the price of their services low.



When money is a subsidy, the rules written in a law called the **Subsidy Control Act** must be followed.



Costs for CPP funded projects are not subsidies. This means the rules in the Subsidy Control Act do not have to be followed.

Counter fraud measures

Counter fraud measures are ways to stop **fraud** happening. **Fraud** is when someone steals money or tries to use it in the wrong way.



We check the money we give out is looked after in the right way.



Freedom of Information Act

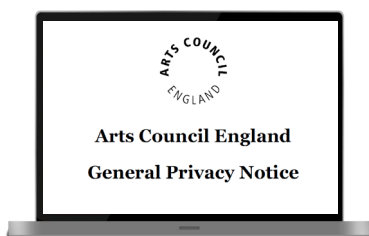
Everyone has a right to know how we spend our money and make our decisions. We follow a law called the **Freedom of Information Act**.

Read about this [here](#).



Your personal information

Your **personal information** means anything you tell us that lets other people know who you are, like your name or email address.



A **Privacy Notice** is a document that tells you what an organisation does with your personal information.

Read about this [here](#).



If you want to make a complaint

If you want to make a complaint, send an email to this address

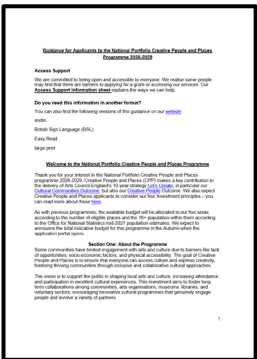
complaints@artscouncil.org.uk

or [click this link](#).



Safeguarding

If you apply you must follow our **safeguarding** rules. These protect children and people at risk.



Thank you to A2i for the words
www.a2i.co.uk (reference 39860a)

The full version of this document is called
**Guidance for Applicants to the National Portfolio
Creative People and Places Programme 2026-2029**