



# Norfolk County Council

## Arts Project Fund

Criteria 2019/20



**The Arts Project Fund supports initiatives and events in all art forms and multi-artform areas. This includes the development and promotion of a wide range of arts activity throughout Norfolk.**

### Who can apply

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**Individuals, community groups, professional and voluntary organisations.**

**Note:** We cannot award grants to companies which aim to distribute a profit, schools or students seeking support for costs linked to full or part time formal arts education. Please refer to the list of exclusions for further information.

### Areas of support

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**The Arts Project Fund prioritises support to projects and activities that demonstrate significant community impact and benefit, and which most closely fulfil the Norfolk County Council Strategic Priorities and Arts Policy objectives.**

**Areas of support can include:**

- Projects which are of strategic importance to arts development in Norfolk.
- Projects which demonstrate the potential to attract significant external investment to support the development of the arts in Norfolk.
- Projects which demonstrate the wider value and impact of the arts on individuals and communities e.g. health and wellbeing, social inclusion, learning & skills, and community cohesion.
- Arts projects which benefit arts practitioners and which are accessible to people of all ages and backgrounds.
- Projects which encourage exploration and awareness of cultural diversity and develop new audiences for the arts.

**Here are a few examples of the range of projects that are likely to fulfil the criteria:**

- Costs involved with presenting artistic work to the public (e.g. materials and framing costs, venue and equipment hire, costs linked to transporting artworks, instruments or equipment to venues).
- Residencies in community settings.
- Commissioning of new work (e.g. paying artists/composers/directors)
- One-off workshops or masterclasses, where wider community and artistic benefit can be demonstrated.

- Marketing costs specific to the project associated with promoting physical print (e.g. posters, fliers, banners and signs)

## Exclusions

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- Organisations already in receipt of revenue or project funding from Norfolk County Council in the current financial year.
- Activities that have already taken place.
- Events taking place within six weeks of the deadline. *(This is to enable successful applicants to ensure that the Norfolk County Council logo is correctly included in all publicity material).*
- Curriculum linked schools projects, activities for school children during school hours, school trips or out-of-school and holiday clubs and activities.
- Fees and all other costs linked to full/ part time courses, including online courses and summer schools.
- Arts clubs, courses and workshops run on an on-going basis e.g. evening or weekly arts classes.
- Purchasing tickets and paying transport costs for audience members.
- Purchasing capital items, e.g. lighting, seating, instruments, building renovations.
- Pantomimes, village/town fetes, fairs, and fun days.
- Prize money, or events where fundraising to support other charities, organisations or causes is the central purpose (including benefit concerts, promotional events or competitions).
- Funds to cover applicants' own costs for time spent researching, preparing, creating, installing and delivering work relating to personal practice, including travel or accommodation costs. Where the applicant is applying on behalf of a theatre company, band or artists group this includes artist fees for any/all company/band/group members.
- Travel, accommodation and subsistence costs for visiting artists or performers.
- Costs associated with the commercial production of, for example, CDs, DVDs, prints, exhibition catalogues and books.
- The creation and/or maintenance of websites and social media, and other generic marketing materials.
- Costs associated with exhibitions in commercial settings e.g. private galleries.
- Costs associated with the Norfolk & Norwich Open Studios scheme.
- Activity that will not take place at a publicly accessible venue.

**Please refer to the Arts Project Fund FAQs for further information.**

## Grants

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- At least 30% of the total cost of an applicant's activity must come from other sources of income. Valid and costed 'in kind' support and services can be included, but only up to a maximum of 10% of the total project cost. *(Please refer to the Budget Guidance sheet & FAQs for further information on 'in kind' support)*

- Applicants are expected to raise the majority of their income through grants and other monetary contributions in order to maximise the value of Arts Project Fund investment. *(Please refer to the Budget Guidance sheet for further information.)*
- Grants can be made up to a maximum of £500, but are normally in the region of £200 - £350, due to pressure on the fund.
- The grant can only be used for the activities described in the grant application. Norfolk County Council must be notified of any changes to the original project proposal. In the event of significant changes, a revised proposal will be required for approval, or in some circumstances the return of the grant payment.
- In the event of cancellation of the proposed project or activity, the grant must be returned to Norfolk County Council.
- Grants cannot be given retrospectively – please make sure you have received a written grant offer before committing to expenditure.
- In circumstances where a significant amount of funding is outstanding pending confirmation, a conditional offer may be made. Evidence that all funds have been received will be required to release the grant.
- All applicants will need to demonstrate that they have relevant protection policies in place or in progress, where relevant.

## Assessment criteria

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- The relevance of the application to Norfolk County Council's Priorities and Arts Policy *(please refer to the Arts Policy Objectives and Norfolk County Council Priorities sheets).*
- Whether the activity is achievable and viable in terms of timescale and budget.
- In the event of the fund being over subscribed, priority will be given to those applications that most closely fulfil the objectives stated in our Arts Policy, and demonstrate a wider value and impact.
- Awards are made at the discretion of Norfolk County Council.

## Your responsibilities

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- Successful applicants **must** ensure that the support of Norfolk County Council is acknowledged on all publicity material, using the logo as supplied.
- It is a condition of the Arts Project Fund award that successful applicants submit an evaluation form within three months of the funded activity or event ending, including attendance figures, audience profile information, and a final budget report. ***This is an audit requirement for all organisations distributing public funds.***

## Deadlines 2019/20

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The deadline will be at 5pm on the following dates:

- 31 May 2019
- 30 September 2019
- 31 January 2020

## Notification

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Decisions will be made in 6 weeks of the deadline date. If your application is successful, you will receive an offer letter and details outlining the terms and conditions of your grant. If your application is unsuccessful, you will be notified of the reasons for the decision.

## **Payment of grant**

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Successful applicants will receive their Arts Project Fund award by BACS payment. If funds are to be released by any other means, you will be notified.

Once your offer letter has been received, in normal circumstances your payment will follow in 3-4 weeks.

## **Application Procedure**

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All applications must be submitted via email on the official application form by the deadline to: [arts@norfolk.gov.uk](mailto:arts@norfolk.gov.uk)

As part of Norfolk Arts Service's carbon saving targets, an email copy of the application form is preferred, and we will accept an electronic signature as your formal confirmation that the information in the application is true and accurate. You can also email us copies of any background documents (e.g. accounts). However, where it is not possible to send these electronically, we will still need hard copies to be posted to accompany your application (e.g. examples of past publicity materials or copies of any documents which you do not have in electronic form).

It is, of course, still acceptable to receive hard copies of your application as well, if you do not have access to email. Please submit via post to:

**Norfolk Arts Service, The Archive Centre, Martineau Lane, Norwich NR1 2DQ**

## **Advice and guidance**

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Please contact the Arts Team on 01603 222941 if you have any queries about the Arts Project Fund or are unsure that your project meets the criteria.

**Please read the Criteria and Budget Guidance sheets thoroughly before preparing your application.**



If you need this form in large print, audio, Braille, alternative format or in a different language please contact the Norfolk Arts Service on 01603 222941 or email [arts@norfolk.gov.uk](mailto:arts@norfolk.gov.uk) and we will do our best to help.