



Cyngor Celfyddydau Cymru
Arts Council of Wales



Creative Wales Awards 2017-18

Application Guidance & Help Notes

April 2017

Body of Songs: The Nose, Sean Vicary
Creative Wales Award 2016-17



Arts Council of Wales – Contact us

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Website: www.arts.wales

Twitter: [@Arts_Wales_](https://twitter.com/Arts_Wales)

Alternative and accessible formats

Applications for funding are made online, but we remain committed to being accessible and to offering application processes that are open to everyone. So if you're unable to use our online process, please get in touch. We'll work with you to find other ways for you to apply that are more suited to your specific needs.

So as you work through these Help Notes please remember that whenever we talk about our online system it'll be possible for you to provide that information in another way.

We can also make arrangements to support applicants whose first language is not English or Welsh.



The Arts Council of Wales is committed to making information available in large print, Braille, British Sign Language, Easy Read and on audio. We'll endeavour to provide information in languages other than Welsh or English on request.

We implement an Equal Opportunities Policy.

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Welcome to Creative Wales Awards

Our Creative Wales Awards are to support artists' development and are made in all artforms. They're intended to give space and time for an artist who's already had career achievements, to undertake creative experimentation and research to inform their future practice, but not necessarily to deliver defined and predetermined outcomes.

Creative Wales puts a premium on artists with innovative new approaches and understandings. It allows an individual artist's vision to be explored, tested and re-imagined without the need to create a 'final' performance or exhibition, but recipients will have nevertheless shown how their exploration will make a contribution to the development of the arts in Wales.

We're making some important changes to our Creative Wales programme. Supporting individual artists is a vital aspect of our work. Creative Wales represents the pinnacle of that support, investing in the career development of Wales' best and most enterprising creative individuals. However, in the face of growing financial pressures, we need to be certain that we are using public funds where they're most needed. So from 2017 we'll be raising the threshold of potential awards (to £25,000), but also moving our Creative Wales Awards to a two year biennial cycle. This means that after the 2017/18 Awards, we'll next be accepting applications in 2019.

During 2017/18 we'll also be deferring the open to nomination Creative Wales Ambassadors Awards and will be coming forward with a revision of how Creative Wales Ambassadors will work in future from 2019.

These changes don't affect the support that's available to individual artists from other Lottery funding programmes.

Additionally, you might like to know that during 2017/18 we'll be having a particular focus on two international areas of activity. The first will complement work already underway on the India:Wales programme, a joint initiative with the British Council. The second supports activity agreed between the Welsh and Chinese Governments in a jointly signed Cultural Memorandum of Understanding. You can find further information on both these initiatives through Wales Arts International (<http://www.wai.org.uk/>), the international arm of the Arts Council of Wales.

These changes will ensure that we can remain true to the Creative Wales 'brand' and the reputation it has built up in the last 15 years. We know that to develop a high quality application requires time – time for applicants to develop their ideas around how they might use an Award, and time to research and build the relationships that will help to support their ambitions. However, we also acknowledge that we're having to adjust to the current economic climate and the pressures on all of our funds. Given this, we must be sure that we are supporting the right artists at the right time with the significant investment that an Award represents.

What grants are available?

Creative Wales Awards

These grants of up to £25,000 will support an intensive period of open-ended learning and research around significant artistic propositions. This can include up to £2,000 towards a proposal-specific capital element. The costs can include for example, buying in technical expertise or use of specialist facilities, opportunities to work with other artists and artistic professionals to develop your work, development of small test pieces and / or sharing opportunities for critical feedback.

When is the deadline?

The Creative Wales deadline will be **5.00pm on Wednesday, 6 September 2017**.

Is Creative Wales the right application for you?

We're often asked to explain the difference between a Creative Wales proposal and a project application for other grants for individuals. Deciding whether your artistic idea might be a good fit with **Creative Wales Awards** or with *Arts Grants for Creative Professionals* is an important part of the discussion you'll need to have with one of our officers (see below).

A **Creative Wales Award** is given for a well thought out artistic proposal that has no clearly defined outcomes, but provides an opportunity for an artist to take time out for a truly in-depth creative exploration. It's similar to an extended research and development period in that it enables an artist to explore new ideas, creative processes or artistic practice that will help shape and define future work. However, what distinguishes **Creative Wales Awards** from our other *Arts Grants for Creative Professionals* is that it's given at a critical turning point in an artist's career, when this one-off investment will make a real difference.

Artists who are given **Creative Wales Awards** will have a proven track record and have received widespread critical acclaim for their previous work. They'll have achieved a significant level of exposure in their chosen field with high quality artistic product and a depth of thought rather than longevity being the key. Alongside this they'll have a history of high level collaboration with major arts organisations or individuals. A **Creative Wales Award** applicant must therefore demonstrate a detailed awareness of their artform in Wales and be able to show how their proposal will have a beneficial impact on that artform.

Being about creative exploration rather than defined outcomes, a Creative Wales proposal won't necessarily lead to immediate engagement with the public (although it can include public sharings of work in progress). This means that the public benefit is likely to be more longer-term and it's the potential for impact that we'll be interested in at this stage.

If you're an artist who's thinking of developing or producing a piece of work for public consumption, or delivering a creative project that already has clearly defined, tangible outcomes, then our *Arts Grants for Creative Professionals* are likely to be the most suitable route for your application. Information about these grants can be found on our [website](#).

Our Council has recently re-affirmed its commitment to increasing the number of disabled artists and artists from Black and minority ethnic backgrounds creating work in Wales. We are therefore encouraging these artists to apply.

Make sure you talk to us before applying

If you haven't already been talking about Creative Wales with a **Development Officer** or **Portfolio Manager**, you can contact our **Information Officers** by email: information@arts.wales or by phone on **0845 873 4900**.

We will need from you a brief description of your proposal and your Artist CV, biography or description of your track record as an artist.

If we think your proposal might be suitable you'll be invited to have a detailed discussion with a **Development Officer** and a **Portfolio Manager**. This will either be at a **Creative Wales advice session** or a **Creative Wales phone discussion**. These are bookable sessions held at our offices or on the phone and will be available between June and early August 2017.

A proposal and Artist CV needs to be received for assessment of suitability before an advice session slot can be booked.

We will not be able to accept new proposals or requests for advice sessions after 14 July 2017.

All Creative Wales applicants must discuss their proposal with an Arts Council officer before starting an application form. We'll then confirm whether you can begin making your application.

Following your advice session and our agreement that you are able to begin making your application you will be able to speak to an Arts Council officer to ask specific questions, but we will not be able to comment on drafts.

All advice given during the application process whether in person or by phone or email is done so in good faith and with the best possible intention. The awards are a highly competitive process and positive advice or encouragement does not guarantee or imply receipt of an award.

Making an application for a Creative Wales Award

Each year we receive more applications for funding than we're able to support. This means that only the very best applications are likely to succeed. Having a great idea is the essential first step. But you also need to submit an application that describes what you want to do in a clear and compelling way.

We want you to feel that you've been able to present your ideas and your application in the most persuasive way possible. These **Application Guidance and Help Notes** are designed to help you fill in our online application form. Please make sure you give us as much detail as you can about your artistic vision and your creative plans. You'll need to answer every question on the relevant sections in the forms, so please don't use "Not applicable".

Our online system will guide you through the application form, with links on each page to **Help Notes** and to [Contact us](#). It will help you make sure that your application is complete. Once submitted your application will reach us and you'll receive confirmation of receipt by email. We'll send offer letters and report templates electronically, and you can submit your progress reports and other documents online too.

Are you eligible for Creative Wales?

Please visit www.arts.wales and click on *Apply for funding*. Choose *Creative Wales*, which summarises the grants that are available. Click the *Start an application* button.

Check if you're eligible to make an application by reading the eligibility statements and clicking the *Yes* or *No* button.

To be eligible you need to:

- Live in Wales
- Be over 18
- Not be in full-time education (either at school, college or university)
- Be able to provide evidence of your track record of creating artistic work for presentation to audiences and not have undertaken Creative Wales funded work in the past 5 years
- Understand the principles of Equal Opportunities (and be able to provide evidence of how you reflect equality and diversity in your creative work)
- Not be in default on any financial agreement with the Arts Council of Wales.

If you have already received a Creative Wales Award, in this application you will need to demonstrate how this award will further extend your career development.

Registering and signing in

If this is your first online application you'll then need to create an account. Click on the **Cyfrif Newydd / New Account** link to register your email address and password. These will be your login details. Once you've registered you'll be taken to your application form.

Returning to an existing application and signing in

Please visit www.arts.wales and click on *Apply for funding*. Choose *Creative Wales*. Click on the *Previously started an application? Login and resume* button and use your login details (your email address and password) to sign in. Your account page shows all your applications.

Is your proposal suitable for Creative Wales?

The first stage of each application form is a short suitability checklist. Answer *Yes* or *No* to each statement. To be suitable for Creative Wales funding your proposal needs to:

- Have been discussed with a Development Officer and a Portfolio Manager. Only those who have discussed their proposal with a Development Officer and a Portfolio Manager (and received confirmation that they are able to apply) can make a Creative Wales application.
- Extend your current practice in new ways (Be additional to your usual professional practice.)
- Be time-limited. *By this we mean it has a definite start date and an end date within 18 months of this*
- Have a start date that allows enough time for a thorough planning and preparation period if funding is awarded. *This cannot be earlier than 1 January 2017*
- Consist entirely of activity that hasn't started yet, so that our funding will not be used retrospectively. *By this we mean no costs that you have either paid or agreed to pay*
- Have 10% of the proposal cost drawn from other sources be that your own funds, partnership or match funding. (We can fund a maximum of 90% of your proposal cost)
- You'll also be asked to confirm that you understand and accept that a range of supporting information needs to be included with your application form. *You won't be able to submit your application without this information.*

*** Please note – if your project proposal is to create a new body of work or has a definite outcome, please read our Arts Grants for Creative Professionals guidelines as these grants might be more suitable ***

Checklist of information and attachments that you'll need

In section 5 of the application form you'll be able to download our **Proposal Budget** template. Please save this document to your computer so it can be found easily when you need to attach and upload it. You won't be able to complete your application without this document.

To complete the application form, you will need:

- **Your contact details and information** (if you've applied to us online before these will already be there for you)
- **Your four statements in response to the areas we are asking you for information on** (many applicants prefer to write these in Word or equivalent then copy and paste their text into the spaces on the form)
- Your **proposal details** (including dates, artform percentages)
- Your **Artist CV** (this should be as up-to-date as possible)
- Your **Proposal Budget** (this must be on the downloaded template – see page 15)
- Your **Two Endorsement letters**
- **Evidence of your artistic work** (this is outlined later on)
- **Your biographical and other requested information for potential press use** (this is outlined later on)
- **Other optional supporting information** (this could include other letters of support from proposed mentors / collaborators, evidence of match funding commitments and a proposal timetable).

All answers to application form questions must be submitted on the relevant application forms. Any form received which simply directs assessors to another document will not be considered.

Working through the application form

You can make your application in one go or save it and come back later. Competition for our funding is fierce, so you'll want to ensure that your application is as complete and comprehensive as possible.

Our online system can guide you through every part of the application form so nothing is missed out. You can also review and print whatever you've done so far, or save your session so you can come back later. You can fill in the sections in whichever order you prefer, but you'll need to have completed every section before you can click the *Submit* button and send the application to us.

It's common for online systems to have a 'timeout' feature. This means that after a certain period of inactivity (by this we mean no mouse clicks) the system will log you out automatically. Any work you haven't saved by then will unfortunately be lost. The 'timeout' period on our system is 120 minutes (2 hours). We'll give you a reminder 20 minutes before this is due to happen.

The rest of these **Help Notes** follow the numbered sections of the application form.

Section 1: About you

In this section we're asking you for some basic information about you. The questions are self-explanatory.

We ask for your home address and contact details. Rest assured you won't have to do this again. Each time you start a new application form all these details will be there already. You'll be able to review or update them as you wish.

For all applications we use the term **Primary Contact**. You're the person who deals with us on all matters relating to the application and you'll be responsible for overseeing or managing your activity.

So you'll sign or approve all documents relating to this application and answer any queries. We'll write to you (by email) with our decision and if we offer you a grant, it'll be your (written or electronic) signature on the grant acceptance. You'll be responsible for sending us progress reports when we ask for them and for sending us the completion report at the end of the proposal.

Section 2: Your proposal

In this section we're asking you to tell us about your proposal. Rather than answer a series of questions, we ask you to write four statements about different aspects of your proposal. The order in which they are listed is not a reflection of weighting or bias and you may decide to develop certain aspects more than others, depending on the nature and scope of your proposal.

The detailed responses you give us will form a major part of our assessment process. It's important that you include evidence (for example website links, quotes, testimonials) wherever you can, either in your statements or within the range of supporting information you'll upload in section 5 of the application form.

The four statements we ask you to write are:

Your artistic vision and plans for your Creative Wales Award

Please tell us about your proposal in detail and describe your plans to explore and expand what you want to achieve through this award (maximum 750 words):

Your personal creative journey

Please tell us how your proposal relates to your current arts practice (maximum 750 words):

- How does your proposal take you beyond your usual artistic activity? And how will your proposed activity help you meet your goals and develop your creative practice? How will it be innovative?
- How will your proposal contribute to your long-term creative development? Why is now the best point in your career to apply for a Creative Wales Award?
- If you have previously received a Creative Wales Award, we expect this application to highlight how the award will extend and further support your career development. Describe your career goals and how this award will help you achieve this.

Your contribution to the arts in Wales

Please tell us how your proposal would help take forward your particular artform in Wales (maximum 250 words):

- How is your proposal relevant and important to the rest of the arts in Wales?
- What's new about the activity you're proposing and can you see how it will impact on the bigger picture of the arts in Wales?

Your ability to manage your proposed activity

Please tell us how you plan to make your proposal become a reality (maximum 250):

- Describe your proposed Creative Wales Award activity schedule and explain how you will manage the work involved – and any artists or practitioners that you're proposing to bring in to work with you.
- Explain how you've built your proposal budget and what assumptions you've made about the figures. If your proposal includes the purchase of capital equipment please explain how the equipment will be used during and after the project

Some of the things that we're looking for as part of our assessment process

Our assessment will include the following:

- Consideration of evidence that a Creative Wales Award would be given at a particularly significant point in the applicant's artistic career
- A judgement on whether the proposed activity would take forward the artform in Wales
- An assessment of the way in which the proposal is new, experimental and innovative within the artform
- An overall opinion on the quality of the proposal and how well the applicant would use the Creative Wales Award.

We'll be asking ourselves questions such as:

- Is there a clear and compelling artistic vision?
- Does the artistic vision demonstrate innovation and imagination?
- Are the aims well-conceived and appropriate?
- Is this the right point in the applicant's career to be undertaking a Creative Wales Award period of activity?
- Are the envisaged long-term benefits identified, achievable and appropriate?
- Does the proposal demonstrate open ended research and creative development for the applicant? (The proposed activity should only be fundable through a Creative Wales Awards – this is about individual creative development rather than 'an arts project'.)

- Does the proposal demonstrate a good understanding of current art practice?
- Is there evidence of thorough and thoughtful planning?
- Does the activity schedule appear realistic at this stage?
- Does the applicant show an appropriate level of experience and ability to manage and deliver the proposed activity?
- Is there evidence that the proposal budget is sufficiently detailed and appropriate to the proposed activity? Has all partnership funding been verified?
- If any capital equipment is to be purchased, is it necessary and appropriate for the proposed activity? Does it represent good value for money?
- Do the endorsement letters give a clear vindication of the applicant, their career to date and their proposal, and their ability to manage and deliver the proposed activity?

Section 3: Proposal details

In this section we're asking you to give us some of the facts and figures behind your proposal. This includes the artform/s you'll be working in, how much activity you're planning to deliver, and how many people you plan to reach or to work with.

This statistical information is an important part of your application. It helps us monitor what's happening across Wales and enables us to report on the impact of our funding.

Proposal title

Please tell us what your proposal is called.

Proposal dates

Please tell us the start and finish dates for your proposal. The start date of your proposal should be when you expect to incur costs. For example, your start date might be when you buy materials or hire a workspace. We cannot fund any activity that has already taken place.

You need to make sure your start date allows enough time for us to make our assessment and confirm our decision, and for you to finalise your planning, preparation, and fundraising. **We won't be able to accept applications with a start date that's too soon.**

If we award a grant, payments and reports will be tied to your proposal start and finish dates.

If you need to alter your proposal start and finish dates please contact us as soon as possible with your suggested changes and the reasons why, so we can confirm our agreement. By their very nature Creative Wales Awards are awarded at a significant point in career and so you will need to complete your award within 18 months of the agreed start date.

Total proposal cost and amount applied for

The amount you ask us for should be no more than 90% of the total cost of your proposal.

Language

Please tell us the language/s you'll be using to deliver your proposed activity. We often get asked to report on this. Please select from the menu.

Artform

The application form contains a link to the **Artform Definition Guide** on our website to help you complete this section. We often get asked about what percentage of our funding goes to particular artforms, so it's important that your figures (rounded up as requested) are as accurate as possible. Of course, these percentages can be amended when your proposed activity has been completed.

Section 4: Declaration

In this section we're asking you to read some important information about our responsibilities around Data Protection and Freedom of Information.

It's important that you understand how the information you submit will be used and stored by us. And you need to know what to do if you believe that any of your information is commercially sensitive or confidential.

We're then asking you to confirm a number of statements. And by ticking the box, you're signing the application form electronically.

Section 5: Attachments

In this section we're asking you to upload all your supporting documents.

These documents are mandatory and we won't be able to accept your application without them:

- Your **Proposal Budget** (this must be on our downloaded Proposal Budget template – see below)
- Your latest **Artist CV**
- Two detailed **Endorsement Letters**
- **Evidence of your artistic work** (the format will depend on your artform – see below)
- **Your biographical and other requested information for potential press use** (see below).

Each of these mandatory documents has its own category listing on the dropdown menu. There's also an **Other** category for any other supporting information that you want to give us. Please remember that applications will be strengthened by the submission of a timeline for the proposal. You can use any category more than once if you wish to upload more documents.

The notes below explain these requirements in detail.

What you need to know about file names and document formats

Please note that there is a **maximum total file size of 60 MB** for attachments.

In common with many online systems, files with certain file name extensions (such as ".exe", ".com", ".vbs", or ".bat") cannot be uploaded. Our online system will let you know if a particular document type or format can't be accepted.

The **Proposal Budget** category will only accept a ".xls" or ".xlsx" document. We can't accept ".numbers" or ".pages" documents, but *Apple iWorks* can export its documents in ".xls" or ".doc" formats and Apple's *Preview* can open and save ".pdf"s. If you're using other non-Microsoft office software you'll need to save or export your documents in Microsoft formats before you upload them.

Your Artist CV

All applications must include an **Artist CV**.

We want to know about your artistic career and where you are now in creative terms, so your **Artist CV** should include up-to-date information on your artistic work, including exhibitions, performances, teaching, commissions, awards and testimonials. It should include links to any websites that show your artistic work or evidence your track record.

Proposal budget

Your budget must be submitted on the downloadable **Proposal Budget** template. It's an Excel spreadsheet.

Our online system will only accept Project Budgets saved as a ".xls" or ".xlsx" document. If you don't have Microsoft Excel on your computer there are a number of other PC or Mac based software solutions available on the internet, for example Open Office. Please note that this is only an example. The Arts Council of Wales cannot accept any responsibility for any software that you install on your computer or download from third party websites.

It's easy to download our **Proposal Budget** template. Simply save it to your designated folder using the 'SAVE AS' command.

The **Proposal Budget** template has separate pages (or tabs) for your **Income** and **Expenditure** figures, a **Balance** summary page and a handy **Checklist** page. We've embedded some formulae to create totals, offer useful prompts and help ensure your budget balances.

You'll see that some of the boxes in the spreadsheet are grey – you can insert your own text and figures here. Some of the boxes ask you to select from a dropdown menu. The white boxes can't be changed.

Please read these notes carefully before starting to fill in the Proposal Budget.

Checking that your costs are eligible

As you build your proposal budget you need to consider which proposal costs we can support and which we cannot. We call these eligible or ineligible costs.

No list can be exhaustive, but we do get asked what type of costs might 'tick the box':

- Examples of eligible costs include: your fee to carry out the proposed activity, fees for any staff or freelance artists that you employ, training costs, production costs including materials.
- We'll also consider proposal-specific capital equipment, and up to £2,000 of your grant amount can be used as a contribution towards this. You'll need to demonstrate how you will use this equipment during and after your proposed activity. You'll also need to provide copies of receipts before any payment can be made.
- We also require a breakdown of any costs that amount to more than 5% of the total eligible cost.

And equally, those that do not:

- Examples of ineligible costs include: accountancy fees, food, refreshments or hospitality costs, prizes, fundraising activities, launch costs, promotional t-shirts and other merchandise, gifts such as flowers, fireworks or other pyrotechnics
- And we cannot consider any costs you have already paid or agreed to pay before we've received your 'signed' grant acceptance (we call these "retrospective" costs).

Checking that your 10% partnership or match funding is eligible

Partnership or match funding may include:

- Your own funds or earned income, although these must be from a non-Lottery and non-Arts Council of Wales source
- Cash contributions from other partners / supporters (such as fees)
- Grants from other organisations (must be from non-Lottery sources)
- In kind contributions (such as donated rehearsal space, volunteer time, or loans of equipment) are also eligible as partnership funding, but these cannot be from your own resources. Suppliers' discounts are not eligible.

You'll need to provide written evidence of **all partnership or match funding (cash and in-kind contributions)** from partners/supporters when submitting your application – please upload these in the attachments section under the **Other** category.

Filling in your proposal budget

Page 1 – Balance

All you have to do on this page is enter your name, your proposal title and the grant figure (in full £) that you're applying for. The other figures will update automatically.

Page 2 – Income

Please give details of all the income that will help pay for your proposed activity, under the headings given. You should tell us which income sources are confirmed and which are being applied for. Tell us the name of each funding partner. Please use full £ amounts only. If you need additional lines please use the lower section of the page to give us those details and select an income heading for each line.

Arts Council of Wales grant request

- This figure is now already there for you.

Your own funds

- This might include your own funds that you've generated from previous work or will generate during the lifetime of the proposed activity.

Funds from other sources

This should include all cash contributions from partners / supporters or grants from other bodies (letters of support from each provider will be required).

Support in kind

- Estimate the cost/value for any items or services given to you by other organisations that you would otherwise have to pay for. These count as income for your project, but cannot be from your own resources and cannot be suppliers' discounts. Please give us the details and the value, for example, hire of a space for 6 days at £50 per day = an in kind value of £300
- List each provider of in kind support, the value of what they're giving, and whether it's been confirmed (letters of support from each provider are a good way of showing this and can be uploaded in section 5 of the application form). Using the same example it could be a letter from the owner of the space confirming the value of £300
- See above for details of what in kind costs are eligible.

Additional income sources

- Include income from any other source in the lower section of the page. You might include sponsorship, donations, or grants from trusts and foundations. Again please give us the name of each source, the amount they're giving, and if possible whether it's been confirmed.

When you're done, click *Finished* to go back to the Balance page, where your income total is now showing.

You may decide you want to give us more detailed budgetary information or more detail about the assumptions you've made in arriving at your figures. Feel free to upload this as an 'Other' document.

Page 3 – Expenditure/Costs

Please give details of all the items you will be paying for as part of your proposed activity, under the headings given. All costs must be eligible (see above). If you need additional lines please use the lower section of the page to give us those details and select an expenditure heading for each line.

We often get asked about what level of detail is needed. This [example](#) shows you the kind of thing we're looking for:

Artistic activity costs	
Hire of studio space @ £100 a day for 10 days	£1,000
Work Release (4 weeks) @ £500 per week	£2,000
Gas to fire the kiln for the 6 months of stage 5	£400
3 dancers @ £500 per week for one week	£1,500
Mentor's fee 12 days @ £200 a day	£2,400
Replacement earnings over 9 months @ £1,500 per month	£13,500

Artistic activity costs

- List your own fee and the fees and wages of all artists and practitioners who'll work with you, for example, actors, musicians, composers, stage managers, choreographers, curators, advisers and mentors. As a minimum you need to ensure that industry standard rates of pay are used. You can get advice about this from organisations like Equity, the Musician's Union, UK Theatre, and the Independent Theatre Council
- List the costs of the rehearsals, studio time, events and productions, along with any materials you need
- List the costs of any formal training that you're including in your proposed activity

- Include all costs that directly support your artistic activity, for example travel, transport, accommodation and daily subsistence (sometimes called per diems).

Purchase of equipment

- You can include up to £2,000 as a contribution to a proposal-specific capital element such as a piece of equipment that you need to purchase so you can deliver the proposed activity.
- For any single item costing more than £500 you should submit three written quotations from separate suppliers for identical or comparable equipment. The template will prompt you about this. The quotation figure you choose to include in your proposal budget should then be the one that represents the best value.

Costs of making your activity more accessible

- If you're producing work to be presented to the public, we expect you to make your activity accessible to disabled people. Our [Equal Spaces](#) publication outlines sources of advice and best practice guidance to help you consider how you will deliver this
- If you're a disabled person, and if there are additional costs to enable you to offer the proposed activity, we'll consider these costs on top of the artistic activity costs. This means we may allow your application to exceed the maximum grant level. [Contact us](#) if you'd like to discuss this.

Additional Expenditure/Costs

- List any other costs that don't fit under the various headings and provide details.

Value of support in kind – no maximum

- The Support in kind total from the Income page is already there for you.

Contingency – maximum 5%

- You should also include an amount to cover unexpected costs of up to 5% (five percent) of your total proposal cost (usually called a contingency). The template will tell you if your figure is too high.

When you're done, click *Finished* to go back to the Balance page, where your expenditure total is now showing.

You may decide you want to give us more detailed information or more detail about the assumptions you've made in arriving at your figures. Feel free to upload this as an **Other** document.

Page 4 – Checklist

Use this handy checklist to help you double-check that you've done everything you need to do, for example breaking down any costs that amount to more than 5% (five percent) of the total eligible proposal cost.

Now you can save the final version and upload it to our online system when you're ready.

Endorsement letters

You'll need to upload two **endorsement letters** from other arts professionals or arts organisations that are familiar with your current practice and can comment on the quality of your work and the proposed activity. These are important vindications of you as an artist and of your proposed activity by independent third parties.

Each **endorsement letter** should comment on each of the aspects of your proposal covered in your four statements, outlining how they feel the Creative Wales Award will benefit you, your creative journey, the artform in Wales, and verify your ability to undertake and manage the proposed activity. If they're offering financial or in kind support they should tell us clearly what this is and confirm the value.

If you're planning to work with other individuals or organisations during your project, you'll want to evidence their support as well. You'll need to upload their letters / endorsements and Artist CVs as **Other** documents.

Evidence of your artistic work

We want to see examples of your artistic work. We also want to ensure that all Creative Wales Award applicants have the same opportunities. It goes without saying that you should present your work as clearly and professionally as possible. It's important you select work carefully and include examples of recent and current work.

Depending on your artform, you'll need to upload or supply the following evidence:

- **Dance, Drama and Circus:** A recording of your work (maximum playing time of 5 minutes).

- **Music:** A recording of your work (maximum playing time of 5 minutes). Composers should also include a score of the work performed.
- **Visual Arts, Craft / Applied Art:** 6 to 8 images of recent work (maximum playing time of 5 minutes).
- **Literature:** Extracts from published work (to a maximum of 5,000 words).

Your biographical and other requested information for potential press use

Getting good press and media coverage for the arts is very important to us. If we are able to offer you an award we will need to work quickly to prepare a range of publicity and press materials about award recipients and their proposals for the Creative Wales Conversations event. We therefore ask you to upload the following items:

- A 200-word biography
- A 200-word proposal description
- A portrait photo (300dpi)
- 4 images of your work (300dpi) with a caption for each one, the name of the photographer and provide assurance that the images can be used by Arts Council of Wales without incurring any costs.

Other supporting information

You can then upload other attachments that you want us to consider, up to the maximum total file size of 60 MB. Where possible this should include letters of support from people you name in your application as mentors / collaborators, evidence of any match funding commitment and a proposal timeline..

It's easy to provide hyperlinks to your creative work or other material if it's available online – simply copy the full links into one of the documents that you're attaching.

If you're planning to employ or commission any other individual artists or practitioners, you'll need to attach **Artist CVs** for each of them (these should be combined as one document if possible).

Copyright permissions

All information you supply that pertains to your own original creative ideas will be protected by your own copyright. Anyone wishing to reproduce any of this information must ensure they gain your express permission before doing so.

For advice on protecting your copyright or intellectual property rights please contact the Intellectual Property Office on 0300 300 2000 or at www.ipo.gov.uk.

All of our staff are bound by the Arts Council of Wales' Code of Best Practice to observe confidentiality and protect official information held in confidence. And any advisers we involve in the assessment process are bound by the same stipulations of a general duty of confidentiality.

Section 6: Review my application

Our online system checks your application and will tell you if any questions have been missed. This is also your final opportunity to double-check that you're happy with the four statements you've written about your proposal.

Our online system will also ensure that a copy of your completed application will always be available for you to review once you've clicked the button to submit it. You can also print out a copy for your own files. Please don't send us that paper version.

Once you've clicked the *Submit* button you'll receive an automatic acknowledgment by email. If you don't receive this please check your application form again and click *Submit*.

Finally, we hope these **Application Guidance and Help Notes** have been helpful. Please email any feedback to information@arts.wales

Good luck with your application.

What we do with your application...

After the deadline your application will be checked by a member of staff and allocated to an assessing officer. Unfortunately we sometimes receive applications that aren't complete enough for us to carry out a proper assessment. Common examples are budgets with too little detail or that contain errors, or letters of support that don't mention the actual proposal. We want to give all applications the best possible chance of success in a competitive assessment process, so if your application isn't ready for assessment we'll return it to you, telling you the main reasons why.

Assessment and decision-making

Creative Wales Award assessment is in two phases. If your application is complete we will carefully consider the information and *Your proposal* statements in the application form, the examples of your artistic work and the full range of supporting information, in order to identify strengths, weaknesses and risks. We won't come back to you to ask for additional information. Your application will be considered at an artform-specific decision meeting that will include specialist advisers. Through a process of comparative assessment the meeting will agree a shortlist. Shortlisted applications will then be considered again in a second and final cross-artform decision meeting, comprising appropriate specialist staff and advisers, chaired by the a senior member of staff.

Getting the result

We'll give you our decision **within 10 working weeks of the deadline**.

If your application is successful you'll receive a formal offer of grant by email (or by post if we've agreed to do this), confirming the level of grant and any additional conditions (for example written confirmation of partnership funding). It will also include our standard conditions of grant, our accreditation and branding requirements. We also review your financial information (including a cashflow) and provide a payment schedule. This will say when we need to receive financial or activity reports and indicate where any additional conditions will need to be met before a payment can be made.

If your application is unsuccessful we'll send you a letter by email (or by post if we've agreed to do this), explaining the main reasons for our decision. You'll be able to discuss this with a member of our staff if you wish.

Please note that our decisions on Creative Wales Awards will only be made public at the *Creative Wales Conversations* event – further details on this will be available in the autumn.

During your period of activity and when it's finished

Throughout your Creative Wales Awards period of activity you'll have access to a named Arts Council of Wales officer. We'd encourage you to stay in touch with them as your work progresses.

We may arrange for officers or advisers to attend activities and events for quality appraisal purposes. We'll also encourage you to email us press articles and reviews, testimonials, images and recordings. We may use some of these in our publications and on our website.

At the end of your Creative Wales Awards period of activity we'll ask you to submit a **Completion Report**. It will include financial information including all your partnership funding, activity details and key outcomes and your self-assessment of impact, showing how it delivered on its objectives. You'll be able to do this online.

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