



Cyngor Celfyddydau Cymru  
Arts Council of Wales

# Application Help Notes

## Individuals

October 2019

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Yn dyfarnu arian / Awarding funds from  
**Y LOTERIGENEDLAETHOL**  
**THE NATIONAL LOTTERY®**



Noddir gan  
**Lywodraeth Cymru**  
Sponsored by  
**Welsh Government**



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

Arts Council of Wales operates an equal opportunities policy.

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## Your checklist before you get started

Make sure you've read our [guidelines document](#) before you start to fill in your application form.

You can access our [guidelines](#) using this link: <https://arts.wales/resources/national-lottery-funding-guidelines>

## Have you got everything you need to complete your application form?

- Your contact details and information (unless you've applied to us before using our online system)
- Your written project proposal, including start and end dates and partnerships. More information on the information needed is available in sections 3. Project Summary and 4. Project Proposal
- Equality information about your project
- Your project budget (this must be on the downloaded template available in our application form)
- Evidence that you have a bank account in your legal name
- Other supporting information see the Attachments section for further information

# Application sections

## 1. Welcome

This page will give you important general information about your application form.

For example:

**Save it regularly!** The form will time-out after **60 minutes** so please make sure you save your progress as you complete the form, and don't leave it open on a separate tab in your browser without saving it first. When you save the application form, you will be emailed a copy of the text that you have inputted to date. Any unsaved work will be lost and there is no way of retrieving this information.

Your form is also only 'live' for **three months**. After which time, it will be deleted. If you don't submit your application but want to save the text you've inputted, save this elsewhere, like on a word document or a google doc. If your application form has expired, you will need to contact us for a new form.

## 2. About You

In this section we're asking you to give us some basic information about you. These questions include your name, address, website address and contact details.

We'll also ask you about your preferred contact language, and you'll need to select from the drop-down list on the form.

## 3. Project Summary

### Funding Scheme

Please select if you are applying for a small or large grant.

This will have already been discussed and agreed with your Development Officer.

### Programme of Work

Please select **one programme of work** that best reflects the aspirations of your project. You need to demonstrate within your application how your project reflects one or more of our **corporate priorities**. This will be central to our assessment. Further information on the programmes can be found in our guidelines.

If your project has an international focus, please visit our Wales Arts International website for details about our International Opportunities Fund:

<https://wai.org.uk/wales-arts-international/funding>

When your Development Officer released an application form to you, you would also have been given an **Application Form Release Number**. Please note this number in the relevant box along with the name of your Development Officer.

In this section, we'll also need basic project details from you, such as:

- project title
- start and end dates

**Important Note:**

The **start date of your project** should be when you expect to incur costs. For example, the start of the project might be when you begin rehearsals or marketing activity.

Please also remember that we cannot fund activity that has already taken place, or any costs that you have paid or agreed to pay (by signing a contract or placing an order for example), before we have made a decision on your application and you have accepted our offer of grant. Advertising or promoting your project before this point is done so at your own risk. **We can't fund projects where tickets are already on sale.**

For **Small Grants**, remember that you need to allow a minimum of **six working weeks** between the date you submit your application and the date you want to start your project.

For **Large Grants**, you need to allow a minimum of **nine working weeks** between the deadline date and the date you want to start your project.

- total project cost
- the amount of funding you are applying for
- personal access costs

We can help to cover access support costs for you, or anyone directly involved in shaping your project creatively, during delivery. More information on this can be found on [page 18](#) under Access Costs. Once your project budget has been completed, please copy the total for access costs into this box.

## 4. Project Proposal

Please select **one programme of work** that best reflects the aspirations of your project. You should also need to demonstrate within your application how your project reflects one or more of our **corporate priorities**. This will be central to our assessment. Further information on these can be found in our guidelines.

This section has 8 questions regarding your project proposal.

### **Please give us a short summary of the project you are applying for**

This box has a limit of up to 90 words and if you are successful, we may use this text in any publicity material we may produce.

### **Tell us about your project in detail, focussing on the key artistic/ creative idea**

This box has a word limit of up to 500 words.

Please note that the prompts below are a guide as to what you could include in your response. You don't need to address each of these points, they're here to offer help if needed.

Tell us about your project, what you want to do and what it will achieve. Why you want to do it and why is it important to you.

- Who is it for?
- What arts activity will take place?
- Where will the activity take place?
- When will the activity take place?
- How will you ensure you deliver a high-quality project?

### **Tell us who you want to reach with your project?**

This box has a word limit of up to 500 words.

Please note that the prompts below are a guide as to what you could include in your response. You don't need to address each of these points, they're here to offer help if needed.

Reach is important to us. We want our funding to reach more widely and deeply into all communities across Wales.

Tell us how you know your project is needed, what evidence of demand do you have? And who have you talked to about your project and what did you find out?

Wales is a bilingual nation – legally, socially, culturally, and as individuals and communities – and nothing makes Wales more distinctive than the Welsh Language. We expect people to be able to engage with the arts in the language of their choice, whether as audience, participant or artist. We'll expect you to reflect this appropriately in your project.

We want the arts in Wales to be more inclusive and engaging. So, we want the projects that we fund to embed the principles of equality and diversity in all that they do. We also want to extend the reach of our funding into areas of acknowledged deprivation. We'll expect you to demonstrate how you've considered these issues in this section of your proposal.

If your proposal is a site-specific production or outdoor work, tell us how the location is suitable and accessible.

If your project includes testing out a new creative idea, you could consider what the long-term benefits of your project will be.

### **How will people get to know about your project?**

This box has a word limit of up to 500 words.

Please note that the prompts below are a guide as to what you could include in your response. You don't need to address each of these points, they're here to offer help if needed.

In the section above, you have told us about who you want to reach. Please tell us how you will do this.

We need to know how you're going to reach the people that will take part in or attend your project.

Tell us how you will make your project more accessible to your audience and/ or participants? What additional considerations have you built into the project. How have you sought advice for making the project more accessible?

You'll need to show that you understand your target groups and have carried out some analysis of potential audiences and participants



We'll also expect you to have considered the best ways to communicate with different groups of people, to promote your project.

What marketing activity will be carried out during the project, and what are the key milestones? Please make sure that you include marketing costs in your project budget.

### **Tell us about the language(s) of your project**

Please select the language(s) that you will be using to deliver your project. It may be that your project will be delivered 100% in one language or involve one or more languages. Please estimate the percentage amount for each language and remember that your total must add up to 100%.

### **Tell us where you see your artistic career in three years' time and how this activity is going to help you get there. What goals will you achieve?**

This box has a word limit of up to 350 words.

Please note that the prompts below are a guide as to what you could include in your response. You don't need to address each of these points, they're here to offer help if needed.

Tell us how this project will develop your artistic practice

Tell us about your recent and relevant artistic work (your track record) and any achievements.

How does this project draw on or complements your previous artistic work.

You can include links to previous projects here if you wish. Please explain clearly why you are including the link.

### **Tell us how you will manage your project**

This box has a word limit of up to 500 words.

Please note that the prompts below are a guide as to what you could include in your response. You don't need to address each of these points, they're here to offer help if needed.

We want to fund well managed projects that deliver as planned.

In this section, you can tell us for example:

- Your timelines for the main phase(s) of the project

- The calibre, track record and appropriateness of the artist(s)/ creative(s) and/ or arts organisations that will be working with you
- How partnerships (if applicable) will be managed and how they will contribute to the effective delivery of the project
- The key areas of risk relating to project delivery and how you will reduce or avoid them
- How you will collect and incorporate feedback through the life of the project
- How you will monitor and evaluate the success of your project
- Are there any existing strategies or initiatives that are relevant to your project? This could be on a national, regional or local level, for example the Welsh Government, local authorities and our own documents such as our Corporate Plan 'For the Benefit of All'

### Who will you be working with to deliver this project?

This box has a word limit of up to 250 words.

In this section, tell us the names of your project partners, their role in the project and whether their involvement has been confirmed.

## 5. Project Targets

### Artform

We collect and monitor information about how much funding is awarded to each art form. In this section, please breakdown your activity that relates to each art form.

It may be that your project is 100% of one art form or for example, it may be a project that involves some dance, drama and music. Please estimate the percentage amount for each art form. The total must add up to 100%.

### Activity Types

This section lists several activities that could be relevant to your project. Tick only those that apply to your project. Please estimate the percentage amount for each activity type. The total must add up to 100%

## Proposed Targets

In this section we ask you to provide information on your proposed targets for number of performances, workshops, exhibitions, events and attendance numbers. Information on how to calculate your targets are noted within the application form.

## 6. Project Location

### Project Location

Please tell us where your project activity will take place.

Postcode information is important to us, as it helps us to see what parts of Wales our funding is reaching.

### Local Authority Area Served

Please tell us what proportion of activity takes place in the Local Authority areas named. It may be that your project takes place 100% within one Local Authority, or that it is spread over 5 Local Authorities. Please estimate the percentage amount for each area. The total must add up to 100%.

If a proportion of your work is taking place outside of Wales, indicate this in either the Outside Wales or Outside UK option.

## 7. Project Equality Information

In this section we want you to tell us if you are targeting specific groups for your activity.

We need to collect and monitor information about who our funding is benefitting. This helps us report on our progress in addressing inequalities in the arts and helps us target funding where it's needed most.

Further detail on the information we want to is in the application form. The questions we ask are if your activities are for people from a particular age group, disabled people, people of a specific race, religion or belief, whether the activity is for men only, women only or has a focus on sexual orientation, pregnancy and maternity or gender reassignment.

## 8. Declaration

Please read the declaration statement carefully.

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

It's important that you understand how the information you submit will be used and stored by us. 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 several statements as part of the declaration. By ticking the box, you're signing the application form electronically.

## 9. Attachments

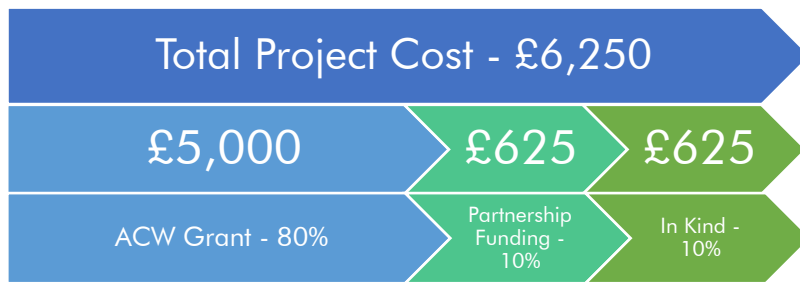
There are four types of attachments that you will need to upload. These are noted below and are described in more detail in the pages to follow.

- Your CV
- Bank Account Evidence (information on what you need to upload is within our guidelines, a link is provided on page 1)
- Your Project Budget
- Example of your Work

### Attachment: Project Budget

You must upload a project budget to the attachments section of your application. **The budget must be on the template provided in the application form.**

Your project will include both **expenditure** (costs for delivering the project) and **income** from a variety of sources such as Arts Council of Wales grant request, your own resources, other funding such as trusts and foundations and support in-kind. The expenditure and income must **balance**.



The illustration above shows an example total project cost for a proposal. The income bands below from various sources show that it balances with the expenditure.

Please note that once you have submitted your application you will not be able to amend the budget so please make sure all costs for the project have been included.

### Budget pages

These are the pages that you will need to complete.

- Summary – fill in your name and the project title. The remainder of the cells will automatically populate as you complete the expenditure, income and access costs (if applicable) sections.
- Expenditure – this page is where you tell us what costs you will incur as you deliver your project.
- Income – this page tells us what funds you will receive in relation to your project.
- Access costs – personal access support costs for you, or anyone directly involved in developing and the delivery of your project creatively.

### Costs that we cannot support

We have already detailed in our guidelines what costs we cannot support.

To access this list of ineligible costs please follow the link on page 1 to the guideline.

### Expenditure

Please show in your budget how you have worked out and reached the figures you have included in your budget.

This page has 9 sections, these are:

- Artists Fees

We want to make sure that you are paying yourself and members of your project team appropriately. Fees can be up to 100% of your project expenditure. The role within the project should be noted along with the rate of pay, for example:

- Own fee, x days, £x per day
- Director, x days, £x per day
- Actor, x days, £x per day

Please refer to our guidelines for further information on fees.

Any project staff (including artists and creative practitioners) being paid more than £5,000 must be recruited by open selection, unless there is a specific and pressing artistic reason to do otherwise. If so, this must be explained within your application.

- Artistic activity costs

This section can include costs such as travel, transport, accommodation, per diems, material costs and the hire of rehearsal spaces and equipment, for example:

- materials (please provide some details)
- accommodation (quote) x days = £
- hire of equipment: equipment x days x rate per day =£

You can use these costs per mile for your budget:

- own car on the first 5,000 miles in the tax year: 45p per mile, on each additional mile over 5,000 miles: 25p per mile
- own motorcycle: 24p per mile
- own bicycle: 20p per mile
- Costs to reach your audience/ participants

Costs for marketing and promoting your work, to help you reach your intended audience/ participants, for example: freelance marketing, press and PR support, translation, design and print costs, social media and mailing costs.

- Costs for making your activity more accessible

We expect you to make your activity accessible to disabled people. In this section you can include costs such as: audio described performances, BSL (British Sign Language) interpreted performances, surtitled/captioned performances, tactile/direct handling exhibitions, Braille gallery plans and/or audio described tours, tactile signage/interpretation panels.

- Monitoring and evaluation

Costs associated with monitoring your project at every key stage should be noted here along with any evaluation costs.

For example, costs of surveys or questionnaires, testimonials, feedback forms or video responses. Fees for external evaluators are also noted here.

- Capital equipment purchases

Up to £2,000 of your grant amount can be used as a contribution to a project-specific capital element, such as the purchase of a piece of equipment. You'll need to tell us in your project budget how you'll use this equipment during and after your project.

- Project specific administration and overhead costs

We can consider **project specific** administration and overheads, of up to a maximum 20% of the total eligible project cost. We'll only consider funding these costs if they are not paid for by other funding and that are clearly **additional**. You must show us that the costs will be incurred for a time-limited period and are directly related to your project.

Overhead costs that are directly related to your project could for example be postage and project insurance costs.

Any project staff (including artists and creative practitioners) being paid more than £5,000 must be recruited by open selection, unless there is a specific and pressing artistic reason to do otherwise. If so, this must be explained within your application to us.

- Other expenditure

### **Website costs**

We'll consider funding up to £1,000 towards the costs of developing and hosting a website, if it will be used primarily to market and promote your project.

## VAT

If you're registered for VAT, your expenditure figures shouldn't include VAT that you can claim back (often called recoverable VAT). Any VAT that you expect to incur but can't claim back (irrecoverable VAT) should be included as a separate category of expenditure and you should explain how you calculated this figure.

If you're not registered for VAT your costs should include VAT.

- Support in-kind

If you have any support in-kind, include it on the Income sheet.

The amount will appear automatically on the Expenditure sheet, so you don't need to fill in or change anything.

- Contingency

It's a good idea to set aside some of your budget to cover any unexpected costs. You can include up to 5% of your total project cost as a contingency.

## Income

Please show in your budget how you have worked out and reached the figures you have included in your budget.

There are 5 sections in the Income section:

- Arts Council of Wales grant request.

Note the amount of funding you are requesting from us.

For **small grants**, the request can be between £500 and £10,000. The maximum percentage of funding of your total eligible project cost can be no more than 90%.

For **large grants**, the request can be between 10,001 and £50,000. The maximum percentage of funding of your total eligible project cost can be no more than 90%.

- Your own funds

Here you can tell us how much of your own funds you are contributing towards the project. Please note that this must be maintained at completion stage. It cannot be reduced.

- Earned income



List any income you expect to earn from the project (for example, from ticket sales, selling work or programme or catalogue sales) You should be realistic about the level of income you are likely to earn for your activity. For touring activities, please provide details of your confirmed income from guaranteed fees from venues, your estimated box office income, or both.

Please provide a clear breakdown for each entry to show us how you have reached your figures.

**For example:**

number of performances X number of audience numbers per performance X price of ticket = £X

Please note that if VAT is charged on your ticket sales or admission price, you shouldn't include it in your earned income.

- Other funding

Securing other funding for your project lets us know that there is wider support for your project. Please be realistic about how much other funding you are hoping to realise.

In this section you can note any other funding, including from who, the amount and if it has been confirmed or not.

Confirmed funding means the money has already been offered to you. We understand that you may be applying for funding from other organisations too, so please don't say that income is confirmed if you have applied for another grant and are waiting for a decision. If a decision has not been made, you can include information of when you expect to hear about your application.

- Support in-kind

You can include support in-kind in your budget. There is no limit on the amount that you can include in your budget. Here are some examples of what support in kind can be:

- Donated rehearsal and studio space
- Volunteer time
- Loan of equipment

Support in-kind can't be from your own resources or be suppliers' discounts.

## Summary page

Your summary page will summarise your total expenditure, total income and the balance should be £0.

It will then show you how much funding you are requesting from the Arts Council of Wales and the percentage level. This must be within our funding limits.

If applicable, any funding for additional access costs request will also be displayed.

The total Arts Council of Wales funding will include the project grant request plus any additional access costs. This is the figure to include in the application form under Amount Applied for.

## Access costs

We can help to cover access support costs for you, or anyone directly involved in developing and the delivery of your project creatively. These might include interpreter costs, support workers, specialist equipment or software.

In your budget please give a breakdown of the access costs, for example: Support worker: £ per day, X days

This total is separate from the amount you are applying for to deliver the project. The total will be added to the total grant request (if successful).

## Other attachments

### For Small Grants:

There are **mandatory attachments** that you will need to attach with your proposal. These are:

- Your CV
- Bank Account Evidence
- Your Project Budget
- Example of your Work/ Supporting Information

### Example of your Work/ Supporting Information

You must attach examples of your work (or that of any artists or creatives you are working with). This could be a link to your website/online portfolio, images, a music

file, video or a review of your work. You can also include any other supporting information that's relevant to your proposal, for instance if your proposal includes a training element, you can include information on this opportunity here. **This document can be a maximum of five pages.** If it's longer than this, the additional pages will not be considered as part of our appraisal and decision-making process. Please do not upload links to folders or sites containing lots of documents – we will not be able to take these into account.

The document must be A4, legible and use a minimum font size of 11.

**We base our assessment on your application form and the four mandatory attachments noted above. Do not include any other attachments with your application, they will not be considered.**

Please note, we are unable to accept any further attachments following submission of your application.

### **For Large Grants**

There are **mandatory attachments** that you will need to attach with your proposal. These are:

- Your CV
- Bank Account Evidence
- Your Project Budget
- Example of your Work

### **Optional attachments:**

**You can upload these as 'Other' (only available for large grants).** You can upload up to **three other attachments** to support your application. These can allow you to provide more detail or help to explain complex elements or multi stranded projects. These attachments are in addition to the mandatory documents we have already requested and cannot be a continuation of existing questions. These must be relevant to your proposal and could include:

- Confirmation of any large sums of financial support
- Project plan/timeline
- Tour schedule
- Artistic programme

- Specific audience development plans
- Evidence of support or demand
- Previous evaluations

Each optional attachment can be a **maximum of five pages** and must add value to your proposal. If they are longer than this, the additional pages will not be considered as part of our appraisal and decision-making process. Please do not upload links to folders or sites containing lots of documents – we will not be able to take these into account either.

The documents must be A4, legible and use a minimum font size of 11.

#### Example:

Your attachments list *could* therefore look like this:

- Your Governing Document [Mandatory]
- Bank Account Evidence [Mandatory]
- Your Project Budget [Mandatory]
- Example of your Work [Mandatory – 5 pages Maximum]
- Artistic programme [Optional – 5 Pages Maximum]
- Specific audience development plans [Optional – 5 Pages Maximum]
- Evidence of support or demand [Optional – 5 Pages Maximum]

**We base our assessment on your application form, the four mandatory attachments and up to three optional attachments (if included). Do not include any further attachments, these will not be considered.**

Please note, we are unable to accept any further attachments following submission of your application.

## 10. After submitting your application form

### What happens to your application?

#### Checking your application

We will confirm that we've received your application by sending you an acknowledgement email. We'll check your application and allocate it to an officer. We can only assess applications that are complete. By this we mean providing all the

information we have asked for in enough detail to enable us to carry out a proper assessment.

If we're not able to assess your application, we'll tell you the reasons why.

### **Assessment and decision making**

Assessing officers will carefully consider your application and the supporting information you have provided. We don't ask for additional information once the assessment has started, so it's important that you answer each question as best you can, and that your supporting information is appropriately detailed and accurate.

Your application will be considered comparatively with others at a decision-making meeting chaired by a senior member of staff.

### **How we make a decision**

We know that demand for our funding is high, and there are good applications that we have to turn down because there is not enough money available. We will use our programmes and corporate priorities, our knowledge about you and your previous activities, and our professional judgement to make these difficult decisions. We will always try and support the applications which have best demonstrated they'll be of high quality.

### **If your application is successful**

You'll receive a formal offer of grant by email confirming the level of grant and any additional conditions (for example written confirmation of partnership funding). We'll also send you our standard conditions of grant, our accreditation and branding requirements and information about your payments.

## Payment

Grants up to £5,000 are usually paid in a single payment once any conditions on the payment have been met. We will also need to receive and process your electronically signed grant acceptance form (or signed and posted if we've agreed to do this).

Grants from £5,001 will usually be paid in multiple instalments. Payments will be released once any conditions on the payments have been met. Your payments and conditions will be detailed in your offer letter. We will also need to receive and process your electronically signed grant acceptance form (or signed and posted if we've agreed to do this).

## During and after your project

It's important that we know how your project is progressing. If there are significant changes to your project or its end date during the delivery, or if the Primary Contact changes, please contact your Development Officer for a discussion. We may ask you for a progress report that tells us about your project's finances and activity up to a certain point. We may arrange for our officers or Associates to attend activities and events so we can be confident about the quality of the work you are delivering.

At the end of your project we'll ask you for a completion report. You'll need to tell us your actual income and expenditure figures, including details about all your partnership funding, activity details and key outcomes as well as an evaluation of your project's impact, showing how it delivered on its objectives. The report can be completed online.

## If your application is unsuccessful

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

## What to do if you're unable to accept money from the National Lottery

If you're unable to accept lottery funding for any reasons, please upload a letter with your application explaining why this is the case. If your application is successful, we will try and fund your project from money we receive from other sources.

## Contact Us

We've tried to make the application process and guidance as straightforward and as clear as possible, but if you have any questions about the process or need further advice, please get in touch.

If you need further advice regarding your project when completing the form, you can contact your Development Officer.

If you have a technical query, please contact our Grants and Information Officers by email [grants@arts.wales](mailto:grants@arts.wales) or phone 03301 242733 the select option 1, then option 1.



03301 242733



9.00am - 5.00pm Monday - Thursday  
9.00am - 4.30pm Friday



[www.arts.wales/about-us/contact-us](http://www.arts.wales/about-us/contact-us)



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