



Arts Grants for Organisations

# Audience Development



Arts Council of Wales is committed to making information available in large print, braille, audio 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](#)

# Audience Development

## Purpose

To support projects which take a clear, targeted and measurable approach to developing audiences.

## What we want to achieve

One of the biggest challenges we face is how to ensure that the best of the arts in Wales is available to as many people as possible. So we want to support organisations to extend the reach of their work and to think more ambitiously and innovatively about how to do that. Successful audience building projects will help tackle barriers to engagement and encourage the widest inclusion for the people of Wales to access the arts.

The essence of our Strategy for Creativity and the Arts, *Inspire*, is summed up in three words: make, reach, sustain. Audience Development is about reaching out, by using high quality work to inspire, excite and engage people. It's also about sustaining audiences, leaving a legacy through its impact that encourages them to return.

We want to support high quality activity that has audience engagement at its heart. How you reach an audience should be your starting point, and not an afterthought. And we're looking for imaginative new ideas, not more of the same old thing.

We're particularly keen to support certain types of project. This means that when we have to choose between projects of comparable quality, we'll attach more importance to projects that target:

- Children, young people and their families
- People living in areas of acknowledged deprivation
- People with "protected characteristics"

"Protected characteristics" is a term used by the Equality Act 2010. The protected characteristics are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, sex, sexual orientation, religion or belief. The Act made it unlawful to discriminate against people on these grounds.

## Projects we won't support

We won't support:

- Projects which do not convincingly demonstrate how they will develop new audiences
- Projects whose main or whole focus is on marketing and / or promotional activity
- Projects that do not enable audiences to attend or join in with high quality artistic activity

## What we need from you

We'll expect you to present a clear rationale for your project. We want to see that you know and understand your audiences. Who do you currently attract? Who are you not attracting and why? How can you improve your reach into your local communities and other communities further afield?

Experience has shown us that the most successful and exciting projects are those that have partnership working at their heart – projects that encourage collaboration, sharing and co-operation. So we'll expect you to be working in partnership to help you realise your project's vision. We don't want to be prescriptive, but this could be other arts organisations such as a producing company or a presenting venue, or it could be specialist organisations working in the voluntary, community or equalities sector. As an overall "rule of thumb", we're looking for collaborations that push boundaries and take you into new territory.

You'll also need to have a clear methodology in place that is well thought through and achievable. What will your project contribute to your organisation in the longer term? What will its legacy be?

Your project may include participatory elements designed to engage and entice audiences, but the focus should not be on participation alone. It can also include elements of strategic marketing, but this must not be its main focus.

Our Help Notes for Audience Development applications will tell you more and help you fill in your application form.

## Who can apply

You can check that your organisation is eligible to apply by reading our [Getting Started](#) document.

## Funding available

You can apply for a maximum of **75%** of your project's total eligible cost. Applications can be made at the following levels:

- Small grants between £250 and up to £5,000
- Large grants between £5,001 and up to £30,000

## When you can apply

You should always make your application as far ahead as possible.

### Small Grants

There are no deadlines for small grants, but 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. **If you're making your first application to us, then you must apply at this level.**

### Large Grants

There are four deadlines a year for large grant applications. The next deadlines are:

- 5pm on Wednesday 9<sup>th</sup> May 2018
- 5pm on Wednesday 15<sup>th</sup> August 2018
- 5pm on Wednesday 10<sup>th</sup> October 2018
- 5pm on Wednesday 16<sup>th</sup> January 2019

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

## How often you can apply

You can hold a "live grant" from this strand and another strand of *Arts Grants for Organisations* in any twelve month period. We use the term "live grant" to mean an application for a project that has received funding from us and is still happening. We use the start date of the first project we have funded to work out the twelve month period.

Please contact our Grants and Information Team if we have given you a grant before and you're unsure whether you are now able to apply again.

## How to apply

You will need to discuss your project with us before we send an application form to you. If you have a project that you think might be suitable to apply for under this strand, please email your project ideas to: [development@arts.wales](mailto:development@arts.wales)

Please include the following details:

- Your organisation's name
- Project title
- Describe your project
- How much funding do you need?
- Location of project

Applications must be made using our online application system.

If you are unable to apply online, for example if you're disabled or do not have access to a computer, please contact our Grants and Information Team. We'll work with you to find other ways for you to apply. We can also support you if your first language is not English or Welsh.

## Need some more advice?

We have Information Sheets and guidance documents to help you with different aspects of the application process or to provide advice on a specific issue. These can be found on our website. You might find the following useful in making an application to the Audience Development strand:

- [Help Notes for Audience Development applications](#)

If you have further questions about the application, contact our Grants and Information team on 0845 8734 900 or by emailing [grants@arts.wales](mailto:grants@arts.wales)