

“Connect and Flourish” Application Help Notes

Organisations

February 2021



Arts Council of Wales makes information available in large print, braille, audio, Easy Read and British Sign Language. We'll also try to provide information in languages other than Welsh or English on request.

Arts Council of Wales operates an equal opportunities policy.

What to do if you're not able to accept money from the National Lottery

If you're unable for any reason to accept Lottery, please upload a letter with your online application explaining why this is the case. If your application is successful, we'll try and fund your project from money that we receive from other sources.

Contents

| | |
|--|----|
| Before you get started | 4 |
| Application sections | 5 |
| 1. Welcome | 5 |
| 2. About Your Organisation | 5 |
| 3. Organisation Equality Information | 5 |
| 4. Contacting You | 6 |
| 5. Project Summary | 7 |
| 6. Project Proposal | 8 |
| 7. Project Targets | 11 |
| 8. Project Location | 12 |
| 9. Project Equality Information | 12 |
| 10. Declaration | 13 |
| 11. Attachments | 13 |
| 12. After submitting your application form | 19 |
| Contact Us | 22 |

Before you get started

The application should be submitted by the host organisation, as a representative of the collaborators and partners. If the application is successful, the host organisation will be responsible for the grant, including satisfying any additional conditions of grant, providing interim reports and for sending us a completion report when the project has ended. Any communication from us about the grant will be with the host organisation, and we expect this to be disseminated to all project partners.

Make sure you've read our **Connect + Flourish guidelines document** before you start to fill in your application form.

You can access the **guidelines** using this link: <https://arts.wales/connect-and-flourish>

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

- Your organisation's contact details and information (unless you've applied to us before using our online system)
- Equality information about your organisation and project
- Your written project proposal, including start and end dates and details of your collaborators and partners. Note that an end date is needed in order to process your application, but if successful we are happy to discuss amending the date, if necessary, once the project is underway when you have a better idea of how your proposal will develop over time. More information on the information needed is available in sections 5 Project Summary and 6 Project Proposals
- Your project budget (this must be on our downloaded template available in our application form). We need some idea of the scale of your ambitions but we can amend the budget lines as your project progresses

Application sections

1. Welcome

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

The page will time-out after 15 **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. You will be able to access your form as long as the scheme is open.. Any unsaved work will be lost and there is no way of retrieving this information.

Your form is also only 'live' until the deadline date. 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 Your Organisation

In this section we're asking you as the host organisation to give us some basic information about your organisation.

These questions include the organisation's name, address, website address and if applicable Companies House number, Charity Commission number and VAT number.

We ask you to describe your organisation's main areas of activity (what you do, where it normally takes place and the kind of people that benefit from the activity). You'll also need to select the organisation type and sector that best matches your organisation and how it is set up, and we'll ask you about your staffing, to understand the size of your organisation.

3. Organisation Equality Information

You must answer all the questions in this section. We will use the data provided by all our grant applicants to help us make sure our funding is reaching a broad range of people and organisations. We must also report on who our funding is reaching by each of the protected characteristics covered by the Equality Act 2010 and our Annual Equality Report, to comply with the specific duties set out in the Equality Act 2010 (Statutory Duties (Wales) Regulations 2011). Your answers on this form will not affect any decision on your grant application and will be used for monitoring purposes only.

4. Contacting You

We'll ask you about your preferred contact language. Select from the drop-down list on the form. Note that all correspondence relating to this grant, including the decision letter, will be in the language you select.

We ask for three sets of contact details:

- your Chair or equivalent
- the Primary Contact
- if your Chair and Primary Contact are the same, please provide details of an alternate contact from your organisation.

Please note email addresses for all contacts cannot be the same, such as a general company address.

The **Primary Contact** is the person we will get in touch with regarding all aspects of your application. They **must have** your organisation's authority to sign and approve documents and answer any queries we may have.

We will contact both your Primary Contact and Chair (or equivalent) about the decision on your application, please bear this in mind when selecting your language choice.

Your chosen Primary Contact will be responsible for sending us the additional information needed to address any specific conditions placed on the grant, as well as any interim reports as the project progresses. They will also be responsible for sending us a completion report once the project has ended.

Third party involvement

All applications must be the work of your organisation, and not that of a third party. Even if you've received help with developing your application, the contact details you provide must be for individuals from your organisation who have the appropriate authority to make decisions and sign documents (such as contracts and funding agreements) on behalf of your organisation and your partners.

Please remember that we are not able to support any costs you have been charged for advice on and help with completing your application.

5. Project Summary

You need to demonstrate within your application how your project reflects one or more of our **corporate priorities** in addition to the ambitions and assessment criteria of the fund. This will be central to our assessment. Further information can be found in our guidelines.

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

- Project title
- Start and End date

Note that an end date is needed in order to process your application, but if successful we are happy to discuss amending the date, if necessary, once the project is underway.

Important Note:

The start date of your project should be when you expect to incur costs. The start date can't be sooner than the date you receive our decision letter which will be around 12 weeks after the closing date.

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.

You need to allow a minimum of **12 working weeks** between the deadline date and the date you want to start your project.

You will also need to note:

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

We can help to cover personal 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.

6. Project Proposal

This is your opportunity to tell us about your project, who you'll be working with and what your shared objectives are. You need to demonstrate within your application how your project reflects one or more of our **corporate priorities** and how it addresses our ambitions and assessment criteria for this fund (see the guidance notes). This will be central to our assessment. Further information on these can be found in our guidelines.

This section has 9 questions regarding your project proposal. The prompts below and the application form give suggestions of the sort of things you might want to tell us about your project

1 Please give us a summary of the project

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.

2 Tell us about the collaboration, your partners and your shared objectives [up to 500 words]

- Tell us about the partners in the project, their track record and their roles.
- What has brought you together to work on this project?
- How will the project bring together partners who haven't worked together before?
- What paid opportunities will be created for freelance individuals and how will you ensure these are advertised openly and fairly, beyond your existing networks?

Please note: if your application is successful, we will ask for confirmation of participation from your partners

3 Creative ideas and ambition [up to 500 words]

This is your opportunity to tell us about what you want to do and the outcomes you're hoping for.

- What new voices will be heard through your project?

- What do you want to achieve in this project that you haven't been able to before?
- What key challenges do you expect and how will you approach these to achieve your creative idea?
- What is the legacy you hope to achieve beyond the life of the initial funding?

4 Tell us who you want to engage with in your project?

[up to 500 words]

We want our funding to reach more widely and deeply into all communities across Wales. When we talk about communities, we don't just mean in a geographical sense. Tell us how your project will help us achieve this.

- How will people get to know about your project?
- How will you reach beyond your usual network and audience?
- How might your project help, inspire or mentor emerging artists or those considering a career in the arts?
- What benefits do you hope this project will have on those involved?

We want the organisations that we fund to embed the principles of equality and diversity in all that they do and 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.

Our website contains useful guidance documents to aid your planning in this respect, such as our [Equalities Guide](#), [Equal Spaces](#), [Developing D/deaf, deafened and hard of hearing audiences in Wales](#), [Developing Visually Impaired Audiences](#) toolkits, and our [Seven Inclusive Principles for Arts & Cultural Organisations](#).

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

If your project involves participatory activity, you may find the following guidance by Artworks Cymru useful: <https://artworks.cymru/quality-principles>

If your proposal includes training, a programme of mentoring, or testing out a new creative idea, you should consider what the long-term benefits of your project will be.

5 and 6 Tell us about the language(s) of your project [up to 150 words for Q6]

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%.

Wales is a bilingual nation and we expect people to be able to engage with the arts in the language of their choice, whether as audience, participant or artist.

When assessing grant applications, we have to measure the impact of the project on the Welsh Language to meet the requirements of Standard 90 of our published Compliance Notice from the Welsh Language Commissioner. We will use this information to support our decision making in reference to our Welsh Language priorities and also to provide data to the Commissioner's office, as required. We've published a [bilingualism toolkit](#) to offer further guidance.

7 Tell us how you will manage your project [up to 500 words]

We want to fund well managed projects that have clear shared objectives but that can respond to changing circumstances and need. In this section, you can tell us for example:

- Your expected timelines for the main phase(s) of the project including key learning milestones that will influence approaches to each phase
- How the collaboration will be managed to make sure that everyone has a voice and an opportunity to influence decisions
- The key areas of risk relating to developing ideas and subsequent 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 and incorporate learning as the project develops
- How you will share your learning more widely

8 Promoting the “Cultural Contract” [500 words]

Please tell us what your project will do to **promote economic, environmental, social and cultural sustainability**. This might mean telling us about your future commitment to:

- **Fair Work** – ensuring appropriate rates of pay and maximising opportunities to engage and support freelance workers
- **Diversity** – to increase the involvement, throughout the organisation and in the work you deliver, of Black people, non-Black people of colour, D/deaf and disabled people and people with other protected characteristics, including Welsh speakers
- Supporting arts and health initiatives, including social prescribing
- Environmental sustainability – minimising the environmental impact of your activities

9 Fair pay [100 words]

Please confirm either yes or no and any other rationale for this.

7. Project Targets

We realise that these may change as your proposal responds to your stakeholders but it gives us a baseline to evaluate against.

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 you calculate your targets are noted within the application form.

8. 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. If your delivery is solely digital, please note the location of those organisations and artists involved in the project.

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.

9. 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 collect is in the application form. We ask 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.

10. 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 on behalf of your organisation and the partnership.

11. Attachments

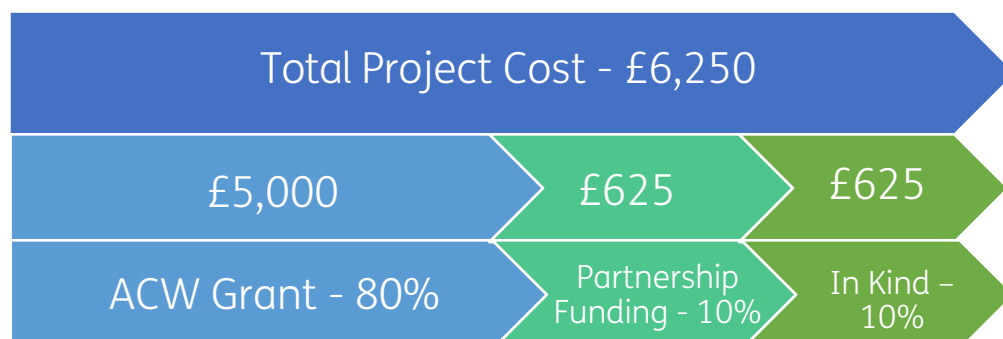
- There's only one attachment that you will need to upload, your Project Budget

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, the project partners, or 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. The

percentages may vary but remember we require a minimum of 10% match funding for all projects. This can be made up of in-kind support.

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 the host organisation's 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 to 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. We can also **fund childcare costs** where this is necessary to allow individual freelancers to be part of the development or delivery of the project. Costs for making the project more accessible to audiences should be included in the main budget.

Costs that we cannot support

These are detailed in the main guidelines

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. Please show how the total figure has been calculated, for example:

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

- Workshop leader, 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 material costs and the hire of rehearsal spaces, travel costs and equipment.

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, touch tours, tactile signage/interpretation panels. For further guidance on making your project accessible please read this [document](#)

- 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 and researchers are also noted here.

- Capital equipment purchases

Up to £5,000 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. We may ask for quotes for items of £500 or more if your application is successful.

- 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. If you're not an Arts Portfolio Wales member you can apply for a reasonable contribution to your ongoing office rental costs to enable you to deliver your project. The figure you use must relate directly to the amount of time spent on the activity you are asking us to fund, so please show us how you've worked this out.

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 in-kind support, 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 this fund, your request can be between £500 and £150,000. The maximum eligible project cost can be no more than 90%.

- Your own funds

Here you can tell us how much of your own money you and/or your partners 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 your project (for example, from ticket sales, digital sales, selling work online, workshop fees, selling work or publications). You should be realistic about the level of income you are likely to earn for your activity.

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.

Creative Industry Tax Reliefs are a group of tax reliefs that are claimed retrospectively. They cannot form part of your project budget to us.

- Support in-kind

Support in kind means a non-cash contribution to your project, such as materials or services that are provided free of charge. This can contribute to the success of your project and shows support for your work.

You can include support in-kind in your budget. Examples of what support in-kind can be include donated workshop or rehearsal space, volunteer time or the loan of equipment.

We will not usually support applications that use artists' or creatives' time they provide for free, unless you can show that this is for an appropriate reason

Please note that there is no limit on the amount of support in-kind that can be included; however this can't be from 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 requests 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. This total will be added to the total grant request.

Other attachments

The **only attachment** that you need to attach with your proposal is:

- Your Project Budget

We base our assessment on your application form and your project budget. Do not include any further attachments as these will not be considered. If we need any further information from you in order to make an award, we will ask you for it. This will include confirmation from your named partners of their participation.

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

12. 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 of the information we have asked for in sufficient 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 strategic priorities, assessment criteria, knowledge about your organisation 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 and meet our strategic priorities.

If your application is successful

You'll receive a formal offer of grant confirming the level of grant and any additional conditions (for example written confirmation of partnership funding). We'll also send you links to 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.

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.

For every grant we will need to receive and process your electronically signed grant acceptance form (or signed and posted if we've agreed to do this) before we are able to release any payment.

During and after your project

It's important that we know how your project is progressing. We recognise that successful applications to Connect and Flourish will be developmental in nature and the Arts Council of Wales will help and support you through this process. If there needs to be changes to your plan in response to your emerging collaboration and partnership such as things progressing faster than planned or budget alterations become necessary we can work with you on these. 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 you do not deliver your project as described, we may need to reclaim some or all of your grant.

If your application is unsuccessful

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

Contact Us

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

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

If you wish to discuss your project in more detail, please contact our Development Officers by emailing development@arts.wales or phone 03301 242733 then select option 1, then option 4.



03301 242733



9.00am - 5.00pm Monday - Thursday

9.00am - 4.30pm Friday



www.arts.wales/about-us/contact-us



Cyngor Celfyddydau Cymru | Arts Council of Wales



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



[celfcymruarts](https://www.instagram.com/celfcymruarts)