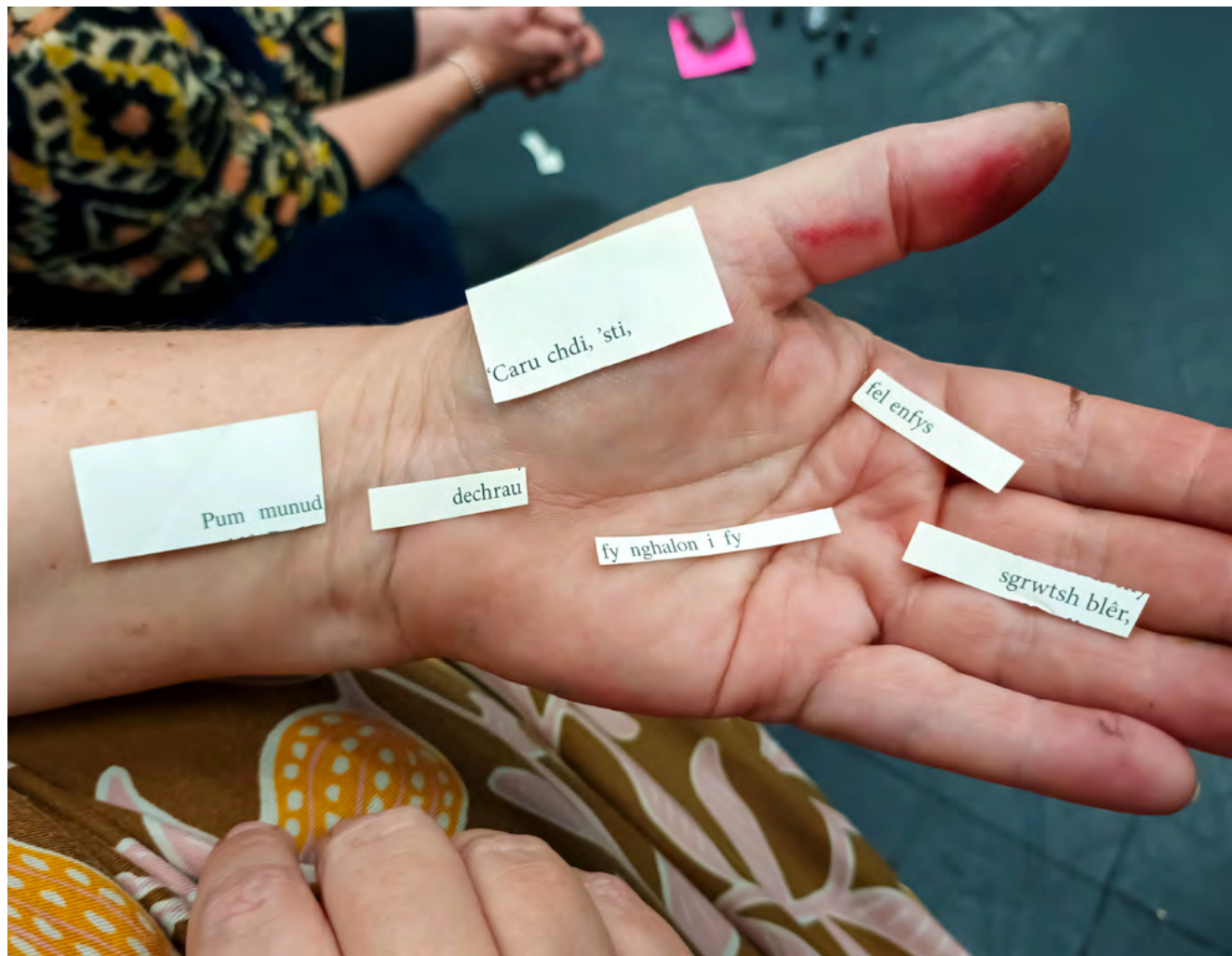


Llais y Lle (Voice of Place)

Guidelines 2025



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Accessibility

Arts Council of Wales is committed to making information available in large print, easy read, braille, audio and British Sign Language and will endeavour to provide information in languages other than Welsh or English on request. We operate an Equal Opportunities Policy.



Introduction

The Llais y Lle fund is a lottery programme developed by the Welsh language Enabler and the Welsh Art Consortium.

The Welsh language Enabler is a role created by the Arts Council as a response to the ten recommendations noted in the mapping report. The Enabler's role is to investigate, support and develop strategies and opportunities which will grow the creative voice and availability of the Welsh language across the arts sector. A Welsh Art Consortium has been created to help inform and advise this work.

The Welsh Art Consortium is a group of 12 arts practitioners from a broad range of creative fields who have experience and expertise in integrating the Welsh language in their practice. The consortium has identified four key areas to explore. Llais y Lle is one of those key areas.

Community is a place and a mirror to our language and culture. The Voice of Place investigates the importance of location in sharing and celebrating art, the language, and our culture while centralizing the geographic and cultural space in the creation process.

The aim is to explore a new approach to long term funding for creative individuals and communities. Using lottery funding to create an open call out which will explore possibilities with a strong emphasis on research.



Sharing Day (Image: Iolo Penri)

Aim of the fund

The aim of this fund is to develop the creative use of the Welsh language within communities. Llais y Lle aims to encourage this by supporting creative individuals to immerse themselves within a community and work collaboratively to develop the use and ownership of the Welsh language.

Llais y Lle aims to address the following question:

How can we place the Welsh language and culture at the centre of community creativity at a community level to encourage create or expand on current and future ownership and use of the Welsh language?

We are looking for ideas that will discover creative ways to operate and lay a solid basis to develop for the future. We want applications that will be creative and proactive in addressing the question.



Sharing Day (Image: Iolo Penri)

You are not expected to know the end result of your ideas on application. We respect the importance of creating spaces to discover and trial creative approaches. What matters is the creative approaches offered to address the question. The most relevant methods will be up to you and the community.

What needs to be avoided at all costs is artistic isolation. The project must constantly challenge, respond and collaborate with the community. You will be required to record the impact and development throughout the period of the activity by planning with the community.

Long-term implementation is key to any development so you will be required to come up with ideas that will enable ownership of the activities to be transferred to community members. This can include empowering and enabling members to organise or develop their own activities and/or empowering creative individuals within communities.

This work will require working for a year (not full time) and joining in sharing and discussion sessions during the project with the other practitioners, members of the Welsh language art consortium and the Welsh language Enabler. You will collect, share, assess and adapt according to the requirements of the community and discuss developments with us during the sharing sessions and four reporting dates. We will ask you to follow an Outcomes Based Accountability framework with regards to reporting, which we will support.

We welcome partnership with community organisations and/or arts organisations but the work must be led by the creative individual/s.

Priorities of the fund

Following two successful years for the Llais y Lle fund, we want to ensure that communities across the geographical diversity of Wales have the opportunity for support, so we are prioritising some areas. Sponsorship beyond these areas can be sought but any applications from the following geographical areas will take precedence:

Caerphilly, Torfaen, Flint, Meirionydd, Pembrokeshire, Newport, Bridgend

All successful applicants will be expected to commit to face-to-face sharing days at various locations across Wales. The purpose of these days are to share, question and learn from each other.

When we talk about **Community** and **Communities**, we recognise that these aren't just limited to geography and place. There are many types of Community.

Our definition of place includes geographically specific communities as well as cultural communities. It's the people in the place that matter. We invite you to present creative ideas about developing use, ownership, and pride in the Welsh language whilst working within a particular community.

We will prioritise investing in creative and artistic activity that contributes to the following outcomes:

- engaging with people within communities to develop the use of the Welsh language locally;
- investigate the possibilities and needs of creative Welsh / language community developments;
- create or develop creative work in collaboration with the community;
- use relevant participatory approaches to give places a voice through the medium of Welsh;
- support individuals from the community to develop ideas and actions themselves by mentoring and putting ownership of actions in their hands;
- develop partnerships, exchanges and creative community collaborations;
- bridging between community and art networks;
- develop skills and creative opportunities locally;
- consideration and opportunities for new speakers on any stage of their language journey and support for individuals at the beginning of a creative career;
- long-term community ownership of the developments;
- impact assessment and adaptation of ideas throughout the implementation period (Outcomes Based Accountability). Information below.

Eligibility

The fund is open to creative individuals with a passion for developing the Welsh language. We are looking for people who have experience and ability of working creatively with communities and the Welsh language as well as established artists. All ideas must be creative. The arts should be central to those creative ideas.

We welcome applications from creative individuals (or a group of individuals) from all walks of life living in Wales. One individual must take the lead and be responsible for the application, funding and reporting.

We welcome applications that already have an agreement with community organisations and all schemes will be expected to seek to develop such an agreement if one is not in place at the beginning.

We welcome plans that will share the learning with creative and linguistic organisations and co-plan future developments with them.

Applicants can be anywhere on their learning Welsh journey but it must be demonstrated how non-Welsh speaking candidates will enable Welsh language creative communication. We will not fund ideas which are delivered mainly in English. The purpose of the fund is to develop and grow Welsh language use and ownership creatively.

You must be present in the community and have a connection to it. We want to avoid a fly in fly out approach. We will not be accepting applications for virtual working or remote engagement although some virtual techniques can be used within the activity if it is beneficial or necessary for access and/or health reasons.

We recognise that the use and ownership of the Welsh language needs to be developed or reinforced in every community in Wales. We will be accepting applications that offer creative ideas on the development of the Welsh language within any community in Wales, whatever their current relationship with the Welsh language.

People within each community are diverse and one community may contain a number of smaller communities. An application can be submitted for working with one of those smaller communities although we will be looking for ideas that develop their engagement with the wider community. There is no specific boundary to the size or population of the community set, but we do not expect regional or national working applications at this point.

To be eligible to apply as a Creative individual (which includes sole traders and individuals trading as a business), you must:

- be able to apply in the legal name of the individual making the application;
- have a bank account in your legal name;
- be over 18 and live in Wales;
- not be in full-time education at school, college or university;
- be able to show history of approaches to working creatively with communities.

Assessment and reporting

The following factors are considered when assessing applications:

The applicant will have:

- a strong track record of working creatively with communities;
- knowledge of creative methods to develop language use and ownership;
- knowledge and recognition of a community before applying;
- the ability and/or experience to collaborate, share and give a voice to individuals and community groups.



Butetown Carnival

The creative ideas:

- that present exciting ideas to address the question posed;
- that are diverse, exciting and community led;
- that places Welsh language development at the centre of implementation;
- that are future looking and ensure ownership to the community;
- that enable partnership working communally and creatively;
- that achieve Arts Council of Wales objectives and priorities;
- that contribute to the wider programme's discussions and findings.

We cannot support:

- promotional activity only;
- participation or attendance in competitive events;
- organisation-led schemes;
- ideas that don't contribute to greater use and ownership of the Welsh language;
- activities that cannot continue or develop further in the future;
- activities that are not creative in method or outcome.

The grant decision meetings panel will be chaired by the Welsh language Enabler and will include a Co-ordinator, Officers and Arts Colleagues who are members of the Welsh language art consortium.

The grant panel will choose a diverse programme of ideas from the applications. They will ensure that the successful proposals will answer the question posed in different geographical, cultural and linguistic locations.

Successful applications will follow a reporting process. This process is called Outcomes Based Accountability. This is a process which places the desired outcome at the centre of all proposed ideas and activities.

We will set four reporting dates for each application to ensure flexibility when responding to the communities needs and ideas.

We will provide you with the relevant documentation and training.

The findings discovered during this process will help us to inform any possible future iterations of this fund and the impact it has had.

How much can I apply for?

£30,000 is the maximum funding that could be sought. We will also support individuals who are developing their practice and community engagement with a smaller offer. You will need to note which amount you are applying for on application.

Llais y Lle – up to £30,000

Act community intensive responding to the demands and opportunities of that community and achieving all objectives of the fund.

Llais y Lle llai – up to £7,500

Operate throughout the year with a focus on personal development and specific actions within a community. The individuals are expected to attend the four sharing events during the year.

The maximum percentage of your total eligible project costs that we can fund is 90% and an initial 10% in-kind contribution from the community must be confirmed on application. There should be a commitment to grow this in-kind contribution as the project progresses.

You may also secure other income sources but that should come from a non-Arts Council of Wales or National Lottery source and is not a stipulation on application.

Additional access costs can be sought. Please see eligibility criteria.

This is a year long project, all proposals should start in June 2024 and must end by May 2025.

Useful links and guidance

Volunteering and 'in-kind' support

Resilient communities act in a mutually supportive manner by sharing resources and time. Your actions will match this participatory approach by encouraging and placing importance on acting 'in-kind'. It is also important to consider the financial needs of individuals and organisations in this difficult time by ensuring that support can be received in kind. Where and possible, it is important to include the cost in the budget.

In-kind value can mean a variety of things. This list is not definitive, it is intended as a guideline:

- volunteering time and its monetary value for childcare, Community liaising, practical expertise, planning, community discussion, stewarding;
- marketing;
- spaces within buildings which would normally charge for use;
- resources/materials.

[To calculate the financial value of volunteering in Wales, you can use this link.](#)

This website could help you track the volunteer hours given to the project: www.volhours.com



Wild Flower Treasure Hunt, Baladeulyn

Fees for creative professionals

We want to make sure you're paying yourself, and members of your team. Your project should include fees to cover your time and theirs. Fees can be up to 100% of your project spend.

We won't fund an application where there's no fee for yourself or your colleagues or there's only a very, very low fee in the budget. We would like to see that you have referred to industry standards rates that apply to your practice and you should at least pay minimum industry rates. Where minimum industry rates are not available, you must pay at least the National Living Wage.



Sharing Day (Image: Iolo Penri)

Trade unions and aid organisations can offer guidance on minimum wages and fees in industry.

Who/Link	For
a-n	The Artists Information Company for visual artists
AOP	Association of Photography
BECTU	The Broadcasting, Entertainment, Communications and Theatre Union for technical staff
Equity	For actors, singers and dancers
ISM	Incorporated Society of Musicians
itc	Independent Theatre Council for theatre practitioners
Musicians' Union	Musician's Union for musicians
WGGB	The Writers' Guild of Great Britain
UK Theatre	For theatre staff and musicians

Please note: Any fees over £5,000 need to be advertised and recruited by open selection unless there is a clear rationale for not doing this, which will need to be explained in your application.

Accessibility support

We are committed to making our grant process and the projects we fund accessible to all.

[Click this link to see the many ways we can support you.](#)

Sustainability

Applicants should consider the environmental impact of their project. Resources to help with this include:

- www.carbonfootprint.com/calculator.aspx
- [Resources on Julie's Bicycle website](#)



Drama Llanfairfechan

Outcomes Based Accountability (OBA)

OBA is a useful lens through which to start discussions about improving outcomes. It starts with an 'end', i.e. the outcomes stakeholders would like to achieve for communities.

- **Indicators:** These are the measures used to help measure achievement to date.
- **Performance measures:** These are used to evaluate how well a plan is performing.

We will set four reporting dates for each application to ensure flexibility in responding to the needs and ideas of the communities.

We will provide you with the relevant documentation and training.

Safeguarding measures

To ensure that everyone involved is safe and treated fairly the creative individuals will be expected to have an up-to-date DBS and you will need to ensure that you follow current processes and policies. This can mean your own policies and processes or an agreement to use the policies and processes of an organisation. You will need to specify which policies you will be following on application.

How do I apply?

If you wish to speak about your ideas before applying you may contact the Welsh language Enabler at: einir.sion@celf.cymru

There will be online briefing sessions on 6 February at 6pm and 8 February at 5pm, if you wish to hear more about the fund.

To make an application:

1. You'll need to use our online portal to make an application. If you haven't done so already, you'll need to register for access to the portal. [You can find out how to do this here](#). If you have any issues or are unable to access the online form, please contact the grants and information team at: grants@arts.wales
2. Complete a Llais y Lle application form from our online portal.
3. [Complete a budget spreadsheet, you can find a copy of this here](#).
4. Upload the following additional material in your submission. Please ensure that this is uploaded in a single word document.
 - A proposal in response to the opportunity. This can be in provided as a text or audio/video format. This can be a maximum of 2 sides of A4 or 10 minutes of audio or video.
 - Curriculum Vitae (maximum 2 sides of A4).
 - 2 written references / letters. These must be from key individuals in the community or community organisations you intend to work with. These should also act as evidence of any in-kind support from the community.
5. If your application is successful, we'll send you an Award Acceptance. The panel's decisions are final. If you've not been successful, we'll write to explain why and offer an opportunity for feedback.
6. Once you've signed and returned your Award Acceptance and any other conditions of grant we'll release the first payment.

Access needs

If you have any access needs and are considering applying, we can help ensure that you will be supported during the application process. Contact our Grants and Information team at grants@arts.wales to discuss any additional support you may need.

You can also apply for access support costs for you, or anyone directly involved in the development and delivery of your project.

Contact us

If you have any questions about this fund or would like to discuss your ideas and eligibility, please contact our Welsh Language Enabler: einir.sion@celf.cymru

If you have any technical issues with the application form or your portal account, please contact our Grants and Information team: grants@arts.wales

There are other ways to contact us:



Phone: 03301 242733 (all calls charged at local rates)
Hours: 10am-4pm Monday to Friday



Website: arts.wales



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