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| This document contains all the information in the online application form for the **Major Production fund**. Its purpose is to help you plan your application. We expect all applications to be submitted on our online form, which you can access on our Portal: <https://portal.arts.wales/>  |

##  Major Productions: Example of online Application Form

Before progressing further, please make sure that you’ve completed the ‘Admin’ section of your account, including your Organisation Details and Bank Details.

Some questions have word limits – these are noted where they apply.

You can download a project budget template [here](https://arts.wales/sites/default/files/2025-10/Major%20Productions%20Budget%20Template.xlsx). You can upload this at the end of the online application form.

If you have any difficulties with the application, please contact us at grants@arts.wales

Application Form Sections

The table below allows you to navigate to specific questions.

|  |
| --- |
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|  | 14. [Declaration](#_20._Declaration) |

# **About this fund**

**Major Productions** is our dedicated fund for ambitious work of the highest quality with awards between £100,000 and £300,000.

Major Productions funds the development and presentation of exceptional, large scale, high-quality, live arts experiences for audiences in Wales. It supports organisations creating unique and innovative work that has the potential to engage with significant audiences in Wales and beyond, showcasing the best of Welsh and Wales based talent.

There is one deadline a year.

# 1. Checks

## **Pre-Application Check**

### **Before you get started, here are few things you need to know:**

* After 60 minutes of inactivity the system will timeout and you will lose any unsaved progress to date.
* You’ll need to fill in each section in order before moving on to the next one.
* Please ensure you click ‘Save’ to save each section. The system will not automatically save your work.
* You can save your application as many times as you want and come back to it later.
* There are word count limits for some responses. You don't have to reach that amount; these are maximum limits, we encourage you to be clear and concise.
* Please ensure you review your application and include the relevant attachments before submitting. **[You can read more about supporting information here.](https://arts.wales/major-productions%22%20%5Cl%20%22WhatquestionswillIneedtoanswer)**
* You will need to submit your project income and expenditure figures on our project budget template. [**You can download the template here**](https://arts.wales/sites/default/files/2025-10/Major%20Productions%20Budget%20Template.xlsx)
* For currency fields please enter a number - do not enter any symbols, such as £, commas, or words, such as pounds. For example for £2,500 enter 2500.

**Governing Documents**

I confirm the latest version of our Governing Documents **meet the requirements** detailed [here](https://arts.wales/resources/eligibility-and-governance) have been uploaded to the portal at **Admin – Governing Documents**.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
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**Equalities**

I confirm that the equalities monitoring record at **Admin – Equalities** reflects the current organisation. If it needs updating, please do so before proceeding.

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**Bank Evidence**

I confirm that the organisation has a bank account that **meets the requirements** as outlined [here](https://arts.wales/resources/uploading-evidence-your-bank-account-organisations). If successful you will need to create a bank record at **Admin – Bank Information** before you can accept any offer.

Note: if awarded we will not be able to release any funds until we have successfully reviewed your bank evidence. Failure to provide sufficient evidence may result in the offer being withdrawn.

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# 2. Contacting you

Select your grant contacts. Make sure you’ve added these in Manage Contacts, which you’ll find in the ‘Admin’ section of your account.

|  |  |
| --- | --- |
| Portal Admin Contact | Organisation |
| Application Primary Contact | Organisation Chair |
| Application Secondary Contact | Application Other Contact |
|  |  |
|  |  |

Are you employed by the Arts Council of Wales, or do you have a close family connection ('close' means parents, brothers or sisters, spouse/partner, or children) with an individual currently employed by the Arts Council of Wales?

|  |  |  |  |
| --- | --- | --- | --- |
| Tick if Yes  |  |  |  |
| If Yes, please give us details. |  |  |

Contact Language

|  |  |  |  |
| --- | --- | --- | --- |
| Please tell us which language you'd like us to use to contact you about this application:* English
* Cymraeg

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# 3. About your Project

We understand that our funding could be providing additionality to plans already in progress, but our funds cannot cover costs that have already been incurred, only costs for future activity.

The start date of your project should be from when you expect to incur costs (or when the element of your project that our funding would be supporting commences)

|  |
| --- |
| Project Title |
| Project Start Date (DD/MM/YYYY) |  |  |  |
| Project End Date (DD/MM/YYYY) |  |  |  |
| Total cost of project |  |  |  |
| Grant amount applied for (This should exclude any additional access costs) |  |  |  |

If you have any additional access needs we can help to cover access support costs for you, or anyone directly involved in shaping your project creatively, during delivery. We don't include your access costs when we work out the financial limit that you can apply for.

|  |  |  |  |
| --- | --- | --- | --- |
| Please note any access support costs here |  |  |  |

If you have discussed your project with an Officer, please note their name here.

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# Major Production: Summary

Please give us a short summary of your project. We may use this information in any publicity we produce about your project. You can provide more detailed information in the question below.

Word Count 150

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# Your Creative Proposal

Tell us about your project, focusing on the key artistic / creative idea and your reason for doing it.

Consider:

* What do you want to do
* Why you want to do it and why now
* How you will ensure the highest artistic quality

You can refer to your supporting documents in your answer.

Word Count 500

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# Reach and Impact

Tell us where the project will take place, who you want to reach and what the demand is for it.

Tell us about the plans in place to reach significant audiences and the potential of its overall public impact

Consider:

* Where your project will take place
* Who your audience and / or participants are
* How your project will support us to meet one or more of our priorities of creativity, equalities and engagement, Welsh language, climate justice, developing talent and transformation
* How you will create appropriately paid opportunities and/or training opportunities for freelance creatives, makers and individual artists
* What will be the wider impact of you having had this support?
* How those who will benefit from the project have been involved in developing it
* Do you have any future plans for the production beyond this funded term?

You can refer to your supporting documents in your answer.

Word Count 500

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# Engagement and Communication

Tell us how people will get to know about your project.

You may want to consider:

* What are your key marketing activities?
* Are you planning any outreach or engagement work?
* What support from partners are you getting for this?
* How will you share your experiences and learning?

You can refer to your supporting documents in your answer.

Word Count 500

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# Track Record

**Tell us about your relevant work and experience to date. Tell us how this project builds on past work and how this and moves you forward in your ambitions for the future.**

* If you are touring a new production (new work or new revival), please tell us how it has been originated or developed to date.
* If your production is a remount, tell us about the production’s previous ticket sales and critical reception, reviews or awards.

**What’s the size, quality and experience of the creative team?**

* Tell us how the range of skills and experience available is strong and matches the scale and ambition of the project.
* What is the number of cast and other staff involved including any potential names.

You can refer to your supporting documents in your answer.

Word Count 500

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# Partners, Management and Financial Plans

**Tell us about the project management and financial plans in place.**

**We also want to know about the strength and relevance of the relationships and partnerships in place that support the realisation of the project.**

* What are the key stages, and who will be involved and why?
* Tell us about your venues: the locations and number of dates at each and why these have been chosen. Explain any breaks in the touring schedule.

How have box office targets have been agreed with venues? What financial deals you have with venues?

* Tell us about any additional sources of investment for the project
* How will you monitor and evaluate throughout the project and share any lessons learnt?

Refer to your supporting documentation to expand your answer. Supporting documents can include a project plan and a full production budget including financial projections and relevant rationale for income and expenditure (e.g. ticket income, deals/splits with venues)

**Then, using the boxes below tell us who your key partners are to deliver this project together with their roles and contacts.**

Please enter no more than 500 words.

|  |
| --- |
|   |

|  |  |  |
| --- | --- | --- |
| Partner | Role | Lead Contact |
|  |  |  |
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# 5. Language

What language/s you will be using to deliver your project? For percentage fields please enter a whole number - do not use decimal points. For example, for 6.7 round up to 7. These should add up to 100.

|  |  |  |
| --- | --- | --- |
| Welsh |  |  |
| English |  |  |
| Other Language (including BSL) |  |  |
| What impact do you think this project will have on the Welsh Language?* Positive
* Negative
* Neutral

 |  |  |

Please explain why the project will have the impact on the Welsh Language indicated:

Word count 150

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# 6. Art Forms

### **We collect and monitor information about funding that has been awarded to each art form. This helps us report in detail on the money that has been spent and also helps us target funding where it is needed most.**

##### In the table below, please use a percentage to indicate the proportion of your activity that relates to each art form. For example, if your project is purely related to dance, put 100 next to dance in the table.

##### If your project involves more than one art form, please estimate the percentages of the art forms included, for example: dance 20, drama 50, music 30.

##### **These must add up to 100.** Percentages may be amended on completion of your project.

##### To help you select the appropriate art form headings for your activity, please click on the following link to see the full list of examples found in the [Art Form Definition Guide](https://arts.wales/resources/art-form-definitions)

|  |  |  |  |
| --- | --- | --- | --- |
| Carnival festival and circus | Craft | Dance | Digital Arts |
| Drama | Film | Literature | Music |
| Opera | Theatre | Visual arts |  |

# 7. Activity Types

We collect and monitor information about funding that has been awarded to each activity type. This helps us report in detail on the money that has been spent.

In the table below, please use a percentage to indicate the proportion of your project that relates to each activity type.

For example, if your project is purely related to Research and Development, put 100 next to it in the table. If your project involves more than one activity type, please estimate the percentages of the activity types included.

These must add up to 100. These percentages may be amended on completion of your project.

|  |  |  |  |
| --- | --- | --- | --- |
| Business development | Exhibition (Presentation) | Performance (Presentation) | Residencies |
| Career development | Festival (Presentation) | Production (Presentation) | Touring |
| Commissions | Marketing | Research & Development | Training |
| Workshops |  |  |  |

# 8. Targets

##### **As a public body we’re fully committed to increasing access to the arts and broadening arts audiences. We want the widest possible cross-section of people to enjoy and take part in the arts.**

##### Please note the number of exhibitions, performances, workshops, or events in your project, and the total number of attendances you expect.

##### You can add any other activity in the 'Other Beneficiaries' category. This field accepts text.

##### Please make sure that all of the activity you propose to be carried out is included.

##### **Field guidance: ‘Proposed Number of Workshop Sessions’ and ‘Proposed Number of Training Sessions’ - 1 session equals 1/2 day or less.**

|  |  |
| --- | --- |
| Proposed number of activities or events | Proposed number of exhibition days |
| Proposed number of performances | Proposed number of workshop sessions |
| Proposed total attendance at performances | Proposed total participants at workshops |
| Proposed number of exhibitions | Proposed number of training sessions |
| Proposed total attendance at exhibitionsOther BeneficiariesWord count 150 | Proposed attendances to the training sessions |
|  |
|  |  |
|  |  |

# 9. Location

### **In this section, we're asking you to tell us where your project activity will take place.**

### **Postcodes**Please enter the postcode where your activity will take place. If your activity will take place in multiple locations, you can enter up to 20 postcodes.

##### **Local Authorities**Please use a percentage to indicate the proportion of your activity that takes place in each Local Authority. For example, if your project is taking place in one location, put 100 next to the relevant area. If your project activity takes place in more than one area, you’ll need to estimate how much of the project takes place in each. **This should add up to 100.**

Postcodes:

|  |  |
| --- | --- |
| Postcode 1 | Postcode 11 |
| Postcode 2 | Postcode 12 |
| Postcode 3 | Postcode 13 |
| Postcode 4 | Postcode 14 |
| Postcode 5 | Postcode 15 |
| Postcode 6 | Postcode 16 |
| Postcode 7 | Postcode 17 |
| Postcode 8 | Postcode 18 |
| Postcode 9 | Postcode 19 |
| Postcode 10 | Postcode 20 |

Local Authority:

|  |  |
| --- | --- |
| Conwy | Cardiff |
| Denbighshire | Gwynedd |
| Carmarthenshire | Neath and Port Talbot |
| Ceredigion | Newport |
| Pembrokeshire | Monmouthshire |
| Powys | Vale of Glamorgan |
| Swansea | Blaenau Gwent |
| Flintshire | Caerphilly |
| Wrexham | Rhondda Cynon Taff |
| Anglesey | Torfaen |
| Bridgend | Merthyr Tydfil |
| Outside Wales | Outside UK |

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# 10. Equalities

As a public body we're fully committed to increasing access to the arts and broadening arts audiences. We want the widest possible cross-section of people to enjoy and take part in the arts.

We are required 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 is needed most.

[The Equality Act 2010](https://www.legislation.gov.uk/ukpga/2010/15/contents) talks about people with protected characteristics and we are collecting information about arts projects that are being funded to deliver activities specifically for these groups of people.

We are looking for information about particular groups of people you are targeting your activities for.

At the current time we are gathering information about groups using the list included in [The Equality Act 2010](https://www.legislation.gov.uk/ukpga/2010/15/contents). We are therefore asking you to tell us 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.

Roughly, what percentage of your application/project has a specific focus on engaging the following groups?

**For any zero values in this section, please leave blank.**

Culturally and Ethnically Diverse people:

|  |  |  |  |
| --- | --- | --- | --- |
| White Welsh | Black Welsh | Bangladeshi | Middle Eastern Arab |
| White British | Black British | Chinese | Arab Other |
| White Scottish | Black African | Indian | White and Black Caribbean |
| White Irish | Black Caribbean | Pakistani | White and Black African |
| White Cornish | Black Other | Asian Other | White and Asian |
| White Other | Asian Welsh | Arab Welsh | White and Arab |
| Gypsy or Irish Traveller | Asian British | Arab British | Mixed Other |
|  |  | North African Arab | Other ethnic group |

Age Groups:

|  |
| --- |
| People aged 0-11 |
| People aged 12-16 |
| People aged 17-25 |
| People aged 26-49 |
| People aged 50-59 |
| People aged 60+ |

Disabled people:

|  |
| --- |
| Cognitive Impairments |
| Learning impairments |
| Mobility impairments |
| Mental ill health |
| Sensory impairments |
| Long-term health conditions |
| Other |

Other Protected Characteristics:

|  |
| --- |
| People who are pregnant, or have given birth within the past 12 months |
| People who have undergone or are undergoing gender reassignment |

Religious Beliefs:

|  |
| --- |
| Atheist |
| Buddhist |
| Christian |
| Hindu |
| Jewish |
| Muslim |
| Sikh |
| No religion |
| Other religion |

Sexuality:

|  |
| --- |
| Lesbian, Gay, Bisexual people or people with other sexualities |

Other Groups:

|  |
| --- |
| Carers |
| Arts & Health |
| Homelessness |
| Low-income Families |
| Refugees and/or asylum seekers |
| Young People not in Education, Employment, or Training |

# 11. Review

You can review and edit your application in this section. You’ll need to click ‘Save and Continue’ at the bottom of the page for these changes to be saved.

# 12. Pre-submission check

Almost finished! Please review the summary information on this page to ensure that it’s correct and is in line with your project budget and any other supporting information. You can [download a project budget template here](https://arts.wales/resources/create-project-budget-template%22%20%5Ct%20%22_blank)**.**

To make any changes to your answers, click the 'previous' button at the bottom of the page to return to the review tab.

You may also navigate back through the form using the 'previous' button if you wish to see the additional information provided at each section and update your answers.

Once you click the 'next' button at the end of this section, you will not be able to edit any information provided in the previous sections.

**In the next two sections you will be able to upload supporting information, read the declaration and submit your application.**

# 13. Supporting Documents

For this application you must upload the following:

* Project Budget [[you can download the template here](https://arts.wales/sites/default/files/2025-10/Major%20Productions%20Budget%20Template.xlsx)]

**Your budget should be submitted on our template in a Microsoft Excel format - .xls or. xlsx**

You can submit additional attachments to support your application. These could include where available:

* Project plan
* Full production budget including financial projections and relevant rationale for income and expenditure
* Creative materials that help convey your proposal. For example: a treatment, script, moodboard, proposed cast and/or R&D documentation and feedback, if relevant.
* Information on previous audience numbers and demographic (if relevant)
* Evidence of agreements with partners and venues

* Confirmation of any additional funding or investment

* Any supporting plans in place e.g. training and development opportunities
* Any other documents that evidence and strengthen your application, such as future plans beyond the funded term

Supporting information must be complete and submitted with your application. Please note, we are unable to accept any attachments following submission of your application.

|  |
| --- |
| You can upload your Supporting Documents in this section by clicking ‘Add files’. |

#

# 14. Declaration

IMPORTANT

Applications will be barred from the round if the applicant is found to have lobbied any of our Arts Associates, Committee or Council Members. Award recipients are personally responsible for any tax liability arising from any award and are advised to check in advance of an award being made and to take appropriate professional advice. We may need to request documentation that is over and above that which is being requested at this stage. We reserve the right to request references if required. Please note that any misleading statements, whether deliberate or accidental, given at any stage during the application process will result in the application becoming invalid. You will then be liable to return any money already paid out as an Arts Council of Wales grant.

GENERAL DATA PROTECTION REGULATIONS AND FREEDOM OF INFORMATION

It's important that you're aware of the Arts Council of Wales’ obligations and responsibilities under the General Data Protection Regulations (GDPR) and Freedom of Information Act 2000. The GDPR regulates how we collect, manage, share and store personal data and your rights in relation to our management of your data. Further information may be found in our published Privacy Policy. The Freedom of Information Act regulates how we provide you, on request, access to recorded information that we hold. One of the consequences of these statutory responsibilities is that information we hold about you may be subject to disclosure, in response to a request, unless we decide that one of the statutory exemptions applies. If you send us information that you believe to be commercially sensitive or confidential, this will need to be clearly marked. It would help us if you could explain briefly the reason(s) and appropriate timescales you would consider confidentiality to apply. This will assist us, in the event of a request, to substantiate our reason for applying the necessary exemption should we decide it would be appropriate to do so. However, you can't assume that by marking information as confidential or commercially sensitive that an automatic exemption will apply. Other factors would also need to be considered at the time, such as the nature and scope of information requested and the timing of that request. (Freedom of Information rules assume that confidentiality/commercial sensitivity usually diminishes over time). Sometimes information, data and material of any nature comprises Personal data or Sensitive Personal data, (as terms are defined in the General Data Protection Regulations). If this applies, we'll not disclose any such confidential information to a third party without your consent.

DECLARATION

 By submitting this application form, I confirm to the following statements:

* I confirm that all the information provided in this application, and any material submitted in support of it, is truthful and accurate.
* I confirm that all other applications for funding that relate to this project have been declared and undertake to inform the Arts Council of Wales immediately if any changes in circumstance require the application or the supporting material to be amended. I understand that you share information about grants with other grant awarding bodies and will therefore be in a position to verify my disclosure of these other grants.
* I confirm that I am committed to the principles of equal opportunities and non-discriminatory behaviour.
* I confirm that, if this project involves working with children, young people and/or vulnerable adults, I can provide evidence that appropriate and adequate safeguards have been put in place. This includes having any necessary safeguarding checks carried out by the Disclosure and Barring Service.
* I confirm that this application, if successful, will form part of the agreement with the Arts Council of Wales.

|  |
| --- |
| By ticking the box you are confirming that you agree with the above statements. |