

## Shropshire Council Arts Funding for Arts Organisations, Venues and Festivals 2020 – 2021

### GRANT GUIDELINES and CRITERIA

**DEADLINE: 12.00pm Tuesday 4<sup>th</sup> August 2020**

#### **INTRODUCTION**

The arts play a crucial role in the economic, educational and cultural well-being of the county and are valuable contributors to the Council's wider objectives. Their contribution makes Shropshire unique and dynamic and a great place to live, work and visit.

Shropshire Council is committed to arts and culture and understand the huge difference investment in the sector makes. The Council is continuing to engage with and invest in the arts through this new grant scheme.

**Professional Arts Organisations, Festivals and Venues are invited to apply for one of five grants, with a value of £5,000 each.**

This funding is intended to provide financial support for professional arts organisations / festivals who regularly deliver high quality programmes of work directly benefitting artists, participants, audiences and who contribute to Shropshire Council's priorities.

Through the five grants Shropshire Council want to support a broad range of exemplar, exciting and inclusive programmes happening in a variety of spaces and locations across our very large and sparsely populated rural county. The programmes will aid accessibility and choice for as many communities as possible.

The programmes of work should be developed with the aspiration that they will offer all sections of the community new experiences and ensure equality of access, enabling everyone to get involved in the arts regardless of circumstance.

**Programmes of work will need to meet the criteria below and be delivered by the arts sector in Shropshire (unitary area) during late September 2020 to September 2021.**

#### **CRITERIA**

##### **General Criteria**

**Arts Organisations / Festivals should aim to offer what the Council considers to:**

- be a high-quality arts experience
- be a regular programme of activity in Shropshire (unitary area)
- improve access to arts activity for people living in and visiting Shropshire
- improve people's health and wellbeing and connection to a place
- raise the profile of the arts in Shropshire
- support the local arts economy
- be members of CCS (Culture Consortium Shropshire)
- ensure open access for all
- promote social inclusion across a range of protected characteristic groups

##### **Specific Criteria**

These criteria reflect the new draft Cultural Strategy, the Corporate Plan<sup>1</sup> and other local and regional priorities.

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<sup>1</sup> <https://www.shropshire.gov.uk/media/12344/corporate-plan-2019-20-to-2021-22.pdf>

The draft vision of the new Cultural Strategy states ‘by 2025, Shropshire’s vibrant culture will be inspiring more people to explore, create and enjoy themselves; enhancing lives and nurturing the environment for the future’.

**Programmes of work will need to meet the following specific criteria:**

### **1. Partnership Working Arts Sector**

Applicants need to be working in partnership with at least one other arts organisation, festival or organisation from the arts sector in Shropshire, to develop and deliver the programme of work.

The lead organisation within the partnership will submit the proposal and manage the commission.

**Priority** will be given to programmes of work which are being delivered by a collective of organisations from the arts sector.

### **2. Joint Programming across Shropshire Council Cultural Services and Broad Engagement**

Applicants need to be working in partnership with at least one of the Shropshire Council Cultural Services, Teams and their venues. These include; Arts, Sports & Leisure, Archives, Libraries, Museums, Theatre Severn, and Outdoor Partnerships (Country Parks, Heritage Sites and Rights of Way).

Programmes of work need to support joint programming between Shropshire Council Cultural Services and the arts sector. This could include activity such as exhibitions, workshops, volunteering, talks, interpretation, professional development and performances. This will improve the arts offer and provide more opportunities for audience engagement in a variety of key Council cultural venues and sites.

**Priority** will be given to programmes of work which:

- are developed in partnership
- respond to community consultation and needs, identified through evidence available to date
- provide a vibrant and diverse arts offer
- have a potential wide benefit
- provide opportunities for vulnerable and hard to reach groups e.g. rurally isolated, people distanced from transport provision, people with disabilities and older people
- utilise the county’s distinctive places, including one or more of Shropshire Council’s managed venues (*please see list of venues in Appendix, page 7*)

### **3. Accessibility**

The programme of work should be accessible to all, inclusive, support social inclusion and break down barriers to engagement in the arts.

**Priority** will be given to programmes of work which:

- engage people from a range of protected characteristic groups (*please see list in Appendix, page 7*)
- adopt inclusive practices e.g. Intensive Interaction
- take into consideration cost; where activity is taking place; transport; accessibility of venues; time of activities; marketing and publicity
- actively and regularly consult with service users and with potential new service users

### **4. Children and Young People**

There must be opportunities within the programme of work to engage children and young people (aged 0-25). These could include as audiences, participants and in more active roles such as performers, makers, apprentices, programmers, curators and reviewers.

**Priority** will be given to programmes that include opportunities for young people to:

- gain accreditation e.g. Arts Award
- progress into other projects, volunteering, employment and training

## **5. Support the Local Economy**

The programme of work should provide regular employment opportunities for professional artists and support the local arts and wider economy.

**Priority** will be given to programmes of work which:

- employ local professional artists, local educators and practitioners
- procure services from local businesses such as design, print, catering, venue hire and technical support
- where possible support people from protected characteristic groupings, particularly those with disabilities to develop skills and confidence so they can get into work

## **6. Development and Sustainability of the Organisation**

The programme of activity should support future development and sustainability for the organisations involved.

**Priority** will be given to programmes of work which are:

- what Shropshire Council consider to be viable
- managed by organisations with business plans that are regarded by the Council as robust
- link to wider initiatives (Council, regional or national)
- lead to new work being developed in the future and help grow your organisation

## **7. Environmental**

The programme of work should be environmentally friendly and help ensure our environment is valued, protected and enhanced for future generations.

**Priority** will be given to organisations who demonstrate they have articulated how they will:

- adopt and promote environmentally friendly practices
- enhance and celebrate Shropshire's natural environment
- use the arts to explain climate change realities to audiences
- address climate change through mitigation efforts

## **8. Funding**

Organisations will have to match the £5,000 commission with at least 10% match funding from other sources. This does not include support in kind.

**Priority** will be given to organisations who are attracting investment and support from a number of sources including non-arts. This can include earned income through ticket sales, workshops, venue hire, merchandise etc.

### **Who can apply**

**Eligible organisations and festivals must be properly constituted and include:**

- Limited Companies registered at Companies House (including individuals trading as a limited company)
- Community Interest Companies (CIC) registered with the CIC regulator
- Charities or Trusts registered with the Charity Commission
- Limited Liability Partnerships registered at Companies House
- Partnerships established under a Deed of Partnership
- Industrial and provident societies or community benefit societies subject to regulation by the Financial Conduct Authority
- Royal Charter companies
- Statutory Bodies

### **Who can't apply**

**You cannot apply if:**

- You do not have a registered address within Shropshire (Unitary Area)
- You are a Town or Parish Council

- You are an individual, unless you apply as a director of your own company. We will not accept proposals from people applying in a purely personal capacity
- You are applying for funding for activities that do not mainly benefit artists, participants or audiences in Shropshire (unitary area)
- You are applying for activities that are not related to the arts

## **COMMISSION PROCESS:**

### **How much you can apply for**

- **£5,000**
- If acting as the lead organisation for the commission, you can apply for one commission of £5,000 only
- Lead organisations can be involved in and benefit from other commissions, as long as they are not the lead partner

### **When you can apply**

The deadline for proposals is **12.00pm Tuesday 4<sup>th</sup> August 2020**

### **Application**

See separate Application Form

### **Advice**

Information and advice is available from the Shropshire Council Arts Development Officer. Email [alexa.pugh@shropshire.gov.uk](mailto:alexa.pugh@shropshire.gov.uk).

### **Assessment**

**Eligibility check** – Upon receipt of the completed application, the proposal will be compared with the established General Criteria. If deemed ineligible or incomplete the applicant will be informed and the bid WILL NOT be put forward for assessment.

### **Grant Decision**

Your application will be assessed by Shropshire Council Arts Development Officer (Alexa Pugh), Shropshire Museums Manager (Fay Bailey) and Annabel Gittins (Library Development Manager, Shropshire Libraries & Chair of CCS, Culture Consortium Shropshire). Recommendations will be made to Culture and Heritage Manager (Clare Featherstone) and Portfolio Holder for Culture and Leisure (Cllr Lezley Picton), who will make the final decisions.

Shropshire Council's dispute resolution process will apply.

### **Applicants will be notified of the decision on their proposal by mid September 2020**

If a commission has been awarded an offer letter with a commission acceptance form, including terms and conditions, will be sent out. This needs to be signed and returned before any money will be released or contract issued.

### **Conditions of Commission**

If you are offered a commission:

- The funding must be used for the purposes detailed in the offer letter
- The organisation must adhere to the terms and conditions outlined in the contract
- The financial assistance offered by Shropshire Council must be acknowledged in any publicity material
- The organisation must have regular update meetings with Shropshire Council Arts Development Officer

- The organisation must complete two reports (one half way through the programme and one upon completion) on the programme outcomes. The template for this report will be provided with the contract
- Activities funded should not be started before the contract is agreed

### **Scoring**

Your application will be scored using the following scoring structure. These are based on the Commission Criteria and additional questions within the Application Form.

#### **Scoring Structure**

- **Met – outstanding:** the application meets the criteria and shows outstanding qualities. **Score = 4**
- **Met – strong:** the application meets the criteria and shows strong qualities. **Score = 3**
- **Met -** the application meets the criteria. **Score = 2**
- **Potential –** the application does not meet the criteria but shows potential to do so. **Score = 1**
- **Not Met –** the application does not meet the criteria. **Score = 0**

#### **Recommendations:**

**To Fund:** If an application is judged as met-strong, or met-outstanding against all the assessment criteria, we will recommend that it is funded.

**To Reject:** If an application is assessed as met, having potential or not met, we will not recommend it is funded.

#### **1. Quality: Does the programme provide a high quality arts experience? (All Criteria. Answer reflected in all questions, but in particular Question 10)**

- How strong does the artistic programme appear to be? Does the programme provide a vibrant and diverse arts offer?
- How strongly does the applicant articulate how the programme will provide an excellent experience that affects and changes people engaged with it?
- Does the applicant demonstrate they are exploring, working with new art forms?
- Is the programme based on evidence of community consultation / need?
- Does the programme feature opportunities for vulnerable and hard to reach groups to engage in high quality arts activity, including events organised in rural areas?
- Does the programme utilise the county's distinctive places and have a wide benefit?

#### **2. Partnership Working across Arts and Cultural Sector: Is the programme being developed and delivered by a number of arts and cultural organisations? (Criteria 1. Answer reflected in question 11)**

- Do the partners have a Partnership Agreement in place?
- Have the organisations worked together before, or are they new partnerships?
- Are organisations working together with complementary skills, will organisations benefit from the partnership?

#### **3. Joint Programming and partnership working across Shropshire Council Cultural Services: Is the programme being developed and delivered in partnership with Shropshire Council Cultural Services? (Criteria 2. Answer reflected in question 12)**

- Range of Shropshire Council Cultural Services involved
- How well does the programme of work support joint programming across arts sector and Shropshire Council Cultural Services, does it have the potential to lead to an ongoing relationship?
- Will the programme create more opportunities for audience engagement in a variety of key Council cultural venues and sites across the county?

#### **4. Audiences & Access: Does the programme improve access to arts activity for people in Shropshire? (Criteria 2&3. Answer reflected in Q10, 13, 14, 15, 16 & 18)**

- Does the programme provide activity where there is currently limited provision, particularly in rural areas and those where transport options are limited?
- Does the programme set out to provide activity for people who do not normally have access to the arts?

- Does the programme set out to provide activity for vulnerable and hard to reach groups?
- Have access, diversity and inclusion been considered – disability, transport, cost, timings and locations of events etc?
- Does the applicant show that they understand the needs of the people the programme is intended for?

**5. Children & Young People: How does the programme develop and deliver activities specifically for and with children and young people? (Criteria 4. Answer reflected in Q10 & Q17)**

- Does the programme provide high quality arts opportunities for children and young people?
- Are children and young people involved in developing and delivering the programme?
- Does the programme / organisation provide opportunities for Arts Award, apprenticeships, work experience, volunteering etc.?
- Does the organisation have plans for reaching children and young people through educational establishments and community outreach?

**6. Marketing & Publicity: Does the applicant show that they understand how to target the people the programme is intended for, through effective marketing and publicity? (Criteria 2. Answer reflected in Q18)**

- Range of marketing and publicity activities and plans for evaluating and improving their effectiveness?
- Local, regional, national and international reach?
- Joined up marketing offer within programme partnership?
- Understanding of target audience and participants?

**7. Economy: Does the programme support the local arts economy? (Criteria 5. Answer reflected in Q19)**

- Are there opportunities for local artists, educators, practitioners etc to take part in the activity?
- What effect is the work likely to have on the wider economy – procurement of services, supporting visitor offer etc?
- Are there opportunities for people from protected characteristic groupings, particularly those with disabilities to develop skills and confidence so they can get into work?

**8. Management and Organisational Sustainability: How well will the programme be managed? Does the programme support the organisations development and sustainability? (Criteria 6. Answer reflected in Q10 & Q20)**

- Is the programme realistic and well planned?
- How well does the application show the applicant's perceived ability to manage the programme successfully?
- Does the programme link to wider initiatives (Council, regional and national)?
- Does the programme link to / reflect the organisations/festivals business plan and other strategic documents?
- Does the programme provide an opportunity for new work to be developed?

**9. Environmental: Does the programme support Shropshire's environmental sustainability? (Criteria 7. Answer reflected in Q21)**

- Do the organisations delivering the programme set out how they intend to adopt and promote environmentally friendly practices and what their current arrangements are in this regard?
- Does the programme set out to actively enhance and celebrate Shropshire's natural environment?
- Does the programme set out to help people understand climate change or help address it?

**10. Evaluation: Will the applicant be evaluating the programme against their original aims? (Answer reflected particularly in Q22)**

- How will the programme be evaluated (both quantitative and qualitative)– questionnaires, feedback, methods used, participation numbers, audience and artist demographics, creative evaluation?
- Does the applicant use evaluation methods, to demonstrate how their programme of work contributes towards economic and social value impacts?
- How will the applicant demonstrate the efforts made to reach and involve people in a range of protected characteristic groupings, people who may be regarded as vulnerable and people living in rural areas and distanced from transport provision?
- Does the application show how/if the evaluation will be shared and be used to inform future

programmes?

- Is the applicant working with an external evaluator and if so, with whom?

**11. Finance: Is the programme of work attracting at least 10% match funding? Is the organisation realistic financially? (Criteria 8. Answer reflected in Q21 and through copies of annual accounts)**

- Does the application demonstrate that the organisation is attracting at least 10% income from other sources, including non arts?
- Is the organisation what Shropshire Council would regard as financially viable?

## Appendix

### **Shropshire Council Cultural Service Venues:**

- **Shropshire Archives, Shrewsbury**  
<https://www.shropshirearchives.org.uk/>
- **Leisure** - 25 Leisure Centres and associated playing pitches and other facilities  
<https://www.shropshireleisurecentres.com/>
- **Libraries** - 22 Libraries plus mobile service  
<https://www.shropshire.gov.uk/libraries/>
- **Museums** - Shrewsbury Museum and Art Gallery, Shropshire Museums Collections Centre, Much Wenlock Museum, Acton Scott Historic Working Farm, Coleham Pumping Station, Shrewsbury Castle, Atcham Museum Store  
<https://www.shropshire.gov.uk/museums/shropshires-museums/> & New website being launched soon
- **Outdoor Partnerships** - 25 Country Parks and Heritage Sites, 5,600km Rights of Way network  
<http://www.shropshiresgreatoutdoors.co.uk>
- **Theatre Severn, Shrewsbury**  
<https://www.theatresevern.co.uk/>
- **Old Market Hall, Shrewsbury**  
<https://www.oldmarkethall.co.uk>

For more information about the venues and contact details please email Alexa Pugh – [alexa.pugh@shropshire.gov.uk](mailto:alexa.pugh@shropshire.gov.uk)

### **Protected Characteristic Groups:**

- Age
- Disability (mental health conditions and syndromes including autism; physical disabilities or impairments; learning disabilities; Multiple Sclerosis; cancer; HIV)
- Gender re-assignment
- Marriage and Civil Partnership
- Pregnancy and Maternity
- Race
- Religion and Belief
- Sex (male / female)
- Sexual Orientation
- Other: Social Inclusion (households in poverty; refugees and asylum seekers; rural communities; people for whom there are safeguarding concerns; people considered to be vulnerable)