

# Creative Funding Application Guidelines for Organisations

## This document provides guidelines for Organisations applying for Creative Funding from Aberdeen City Council. It is structured into three sections:

- |    |  |         |
|----|--|---------|
| 1. | Key information to consider before you decide to apply | Page 1  |
| 2. | Completing your application                            | Page 8  |
| 3. | What happens after you submit your application         | Page 14 |

### Key information to consider before you decide to apply:

#### Contact

For further information or to speak with a member of staff, please contact us on:

**Website:** [www.aberdeencity.gov.uk/creativefunding](http://www.aberdeencity.gov.uk/creativefunding)

**Email:** [creativefunding@aberdeencity.gov.uk](mailto:creativefunding@aberdeencity.gov.uk)

**Telephone:** 01224 52 2341

#### Available Support

In addition to these guidelines, we also provide advice sessions. Please visit the website or contact us to find out more.

#### How to apply

- Step 1:** Read these guidelines to ensure you meet the requirements and can develop an application which meets the criteria.
- Step 2:** Visit the website, or contact us, to find out about upcoming application deadlines and to download or request an application form. Also, printed applications or a version of the application form created in Word is available by contacting [creativefunding@aberdeencity.gov.uk](mailto:creativefunding@aberdeencity.gov.uk).
- Step 3:** Consider if you require any additional support such as an advice session before submitting your application.
- Step 4:** Submit the application via email to [creativefunding@aberdeencity.gov.uk](mailto:creativefunding@aberdeencity.gov.uk), or by post to Creative Funding, Cultural Policy and Partnerships Team, Aberdeen City Council, Business Hub 8, Level 1 North Marischal College, Broad Street, Aberdeen, AB10 1AB.

# 1 Creative Funding Application Guidelines for Organisations

## (a) Who can apply for Creative Funding?

Applications will be considered from Organisations who

- Are based in Aberdeen city.
- Are based out with Aberdeen City and are applying for funding to deliver creative and cultural activity in Aberdeen.
- Have not for profit status, such as being a registered charity, social enterprise or community interest company.
- An ability to deliver high quality creative activity within Aberdeen.
- An equal opportunities statement or policy (or are willing to adopt ACC's).
- Relevant accounting procedures.
- Have a clear proposal that meets the criteria.

If your proposal is for activity that takes place outwith Aberdeen, for example professional development, then the benefits to the city must be clearly presented in the application.

If you are unsure if your proposal is eligible for this funding programme, please contact [creativefunding@aberdeencity.gov.uk](mailto:creativefunding@aberdeencity.gov.uk), to discuss this further.

## (b) How much Creative Funding is available for Organisations?

Organisations may apply for up to a maximum of **£15,000**.

It is possible to send two applications per year. However, the overall request to the Council must not exceed **£20,000** in any one financial year. For example, you may apply for £15,000 in one application which, in turn, would mean that the second application must not exceed £5,000.

**You may apply for up to 75% of the total cost of your proposed activity.** The remaining 25% must be cash funding from a source external to the Council (Please do not include in-kind support within your budget as match funding). Examples of cash funding include projected ticket sales, organisational funds or a grant from another funding body.

## (c) What type of activity can Creative Funding support?

Creative funding can support a range of different types of cultural and creative activity.

This includes:

**Delivering activity:** We can support the delivery of different types of cultural and creative activity. Examples include exhibitions, performances, festivals, workshops or to host events. (If the proposal has been planned with partners, then you can add any partnership arrangements as support material in Question 11 in the application).

**Developing ideas and projects:** In certain cases, we can support the development of projects prior to their delivery. Examples include research and pre-production activity.

**Professional development:** In this case your organisation or group may require funding support for professional development. For example, this could be to support staff attending training, networking events or to participate in mentoring programmes.

**Other (Please Specify):** Should your application not align to these three areas, you may specify an alternative option. In this case we would advise contacting us prior to completing your application to ensure that your proposal is eligible for this programme [creativefunding@aberdeencity.gov.uk](mailto:creativefunding@aberdeencity.gov.uk).

**(d) What areas/fields can Creative Funding support?**

Creative Funding supports a range of areas/fields within arts, culture, heritage and the creative industries.

This includes and is not limited to;



Archives



Language and the Written Word



Computer Games



Music



Crafts



Photography



Cultural Education



Software/Electronic publishing



Dance



Theatre



Design



TV and Radio



Fashion and Textiles



Visual Arts



Film and Video



Writing and developing material to publish



Heritage

## **(e) What is the criteria?**

The Creative Funding programme considers applications from many different and diverse organisations and community groups with discrete aims and objectives, and who can deliver a range of high quality cultural and creative activity in Aberdeen.

The Panel reviewing your application will consider the 6 criteria below:

### **Cultural and Creative Focus**

#### **Quality of Activity**

#### **Impact of Activity**

#### **Project Management**

#### **Budget Management**

#### **Risk Management**

The Creative Funding programme is competitive, and all applicants are encouraged to consider how their application meets the 6 areas highlighted.

### **Cultural and Creative Focus**

#### **Does your application have a focus on arts, culture, heritage and/or creative activity?**

Check the list of activities in Question 1(d) to see if your proposed activity is on this list. If your activity is not represented, then please contact [creativefunding@aberdeencity.gov.uk](mailto:creativefunding@aberdeencity.gov.uk) to make sure that your proposal is eligible.

#### **Quality of Activity**

Is the quality of the activity clear? Is the aim aspirational, is the applicant seeking to develop, to try new things or take risks to support development?

When considering this aspect, you can highlight the quality of your activity in clear and simple language.

To support the application, we require 5 items of support material which demonstrate your ability to deliver a quality project (reflecting your area of work or planned level of activity). This can include a CV, a marketing plan, partnership agreements, any stakeholder/ participant consultation, publications, reports, letters of support or evaluation of previous projects. Where possible, these documents should be provided in PDF format so they can be circulated to the independent panel. (Question 11 in application).

#### **Impact of Activity**

For this point you should consider the difference this activity will make to the participants, audience and the city. If you intend to work with a specific group such as an ethnic minority group or a group in a regeneration area, then it is beneficial to mention this focus in the proposal. In your application show that there is a clear demand or need for the activity. There is the opportunity to write about how you know there is a need and how you are not duplicating already existing activity. Also, you could highlight ways you are working with partners. (Any consultation can be added as support material in Question 11 in application).

## **Project Management**

Under this aspect write about how your proposal will be well planned and deliverable. There is a question in the application about the timeline of your project (Question 5 in application). At this point you can explain the project fully, and the answer you give will assist the panel to understand how you will undertake the activity.

If applicable, there is also the opportunity to write about how you will attract your audience or participants to your activity (Question 4a in application). (You can attach a marketing plan, Question 11 in application).

## **Budget Management**

You can show how the budget for your planned activity will be raised and managed.

And, please make sure that your budget table only has activity that is described in the application. For example, training (if there is no mention in the application it should not show as an amount of funding required in the budget).

Also, if your organisation is proactive in attracting funding for your activity, then, it is important to highlight this in the budget under the income column. Finally, make sure that the budget income and expenditure column are the same amount.

There is a separate budget sheet that can be downloaded from the website [www.aberdeencity.gov.uk/creativefunding](http://www.aberdeencity.gov.uk/creativefunding) to assist you with the budget.

## **Risk Management**

In your application write about the ways you have mitigated against risk. For example, if working with vulnerable groups, you can mention that you will ensure that you will check if you need a PVG certificate. Or, if you are organising an outdoor event explain how you will undertake all the health and safety checks, and obtain any insurance required for an outdoor event.

## (f) What activity does Creative Funding not support?

Creative Funding is open to a wide range of proposals. However, we recommend before writing your application that you consider the areas and activities that this funding cannot support.

These are:



- **Activities** that take place outwith Aberdeen City.  
Exception: if the proposal can clearly explain the benefit to the city. For example, an individual undertaking professional development outwith the city.



- **Applications from:**  
Aberdeen City Council departments and services.  
Businesses for business costs.  
Organisations already in receipt of Aberdeen City Council Core or Development Funding.  
Organisations seeking funding to raise money for charity.  
Anyone directly involved in the Creative Funding administration or selection process are excluded from applying to this scheme.



- **Projects already started**  
For example:  
Backdated costs associated with your activity which takes place before the award notification date.



- **Capital costs and Long-term leases**  
Exception: You may apply for project specific hire costs or equipment hire. Also, in exceptional cases buying equipment can be supported if the case is made for buying over hire of equipment, and the panel consider that the costs can be supported.



- **Further Education costs**  
Exception: CPD and professional development for organisations that have not-for-profit status such as being a registered charity, social enterprise or community interest company



- **Refreshments costs**  
Are not considered a priority for support.  
Exception: Refreshments will only be funded if a case is made in the application and the panel consider that the costs can be supported.



- **Revenue cost or staff costs**  
Exception: You may apply for project specific staff on a self-employed basis.



- **Religious or Political projects**  
Exception: if your proposal tackles this theme from all aspects and does not promote only one aspect. Please contact Aberdeen City Council to discuss your proposal if you seek clarification [creativefunding@aberdeencity.gov.uk](mailto:creativefunding@aberdeencity.gov.uk).

## 2. Completing your Application

### General advice



- **Seek support**

In addition to these guidelines we offer advice sessions. If you have any questions or require additional support, we advise all applicants to contact us as early as possible to arrange this.



- **Time**

Our experience in assessing applications is that it is often clear where they have been rushed and as a result do not fully reflect the quality of activity seeking support. Where possible, you should ensure you leave adequate time to draft and review your application prior to submission.



- **Word-count**

We have specified a maximum word count for each question in the application. However, as each application is different there is no right or wrong word-count and you may choose not to use the entire allocation. You should instead aim for focus and clarity, ensuring that all information included is relevant to your application.



- **Language**

Your application will be reviewed by an assessment panel which may include individuals who may not be familiar with specific terminology. Where possible, you should use plain and simple language within your application.



- **Proofreading & calculations**

We advise all applicants to proofread their applications thoroughly prior to submission. This will help ensure all relevant information is included and any potential errors are corrected. Equally important is checking over your budget information and calculations, make sure your expenditure and income column both add up to the same number. We also recommend asking someone external to proofread your application to check the information is clear and easy to understand.



## The following section provides guidance about how to complete each area of your application.

### Contact Details

Please list your current contact details and please update us of any changes. Normally applicants are contacted via email and we require an up to date email address.

### Application Summary

#### Level of Funding Requested

Please state the total level of funding you are requesting from Aberdeen City Council. This must not exceed £15,000 within a single application. Also, check it is the same amount requested in your budget.

**Project Estimates** - Write the estimated number of participants, audience and volunteers (number of individuals and hours they support your application).

#### 1. **Written summary about the activity you are seeking support for. (Up to 200 words).**

You should include a brief summary (up to 200 words) about your proposed application ensuring you cover the main aspects and what you hope to achieve. Please note that this information will be included in an Aberdeen City Council summary report relating to all applications to the Creative Funding Programme.

#### 2. **Please tell us about your organisation. (Up to 300 words).**

Please provide a short summary about your organisation; outlining your key areas of work, your core aims and your track record for delivering high quality cultural and creative activity. You can write about key projects and achievements. Also, highlight how this experience will support you to manage and execute your proposed project.

You can include CVs of key personnel as support material alongside information about your partners. This information helps the panel to understand how your organisations skills and experience are relevant to your application. (Question 11 in application form).

### 3. Tell us about the proposed activity and what you want to achieve with this support?

Please tick the area relevant to your application.

**Delivering activity:** In this instance you require support to deliver a cultural and creative activity that has been planned. The proposal will not have started but is at a stage that the key arrangements are in place or are achievable subject to funding being confirmed. For example, the proposal could be to deliver a workshop, an exhibition, a performance or a festival.

(If the proposal has been planned with partners, then you can add any partnership arrangements as support material in Question 11 of the application form).

**Developing ideas and projects:** In this case your organisation or group requires funding to support the development of a project prior to delivery. For example, this could be to undertake research for an activity or for pre-production for a film.

**Professional development:** In this case your organisation or group requires funding support for professional development. For example, this could be to support staff attending training, networking events or to participate in mentoring programmes.

**Other (Please Specify):** Should your application not align to these three areas, you may specify an alternative option. We would advise contacting us prior to completing your application to ensure that your proposal is eligible for this programme [creativefunding@aberdeencity.gov.uk](mailto:creativefunding@aberdeencity.gov.uk).

### Tell us about the proposed activity and what you want to achieve with this support? (up to 500 words).

Your response should give further detail about your proposed activity as well as explaining what you hope to achieve. You should consider how this activity will support you to deliver upon your organisations core aims and objectives and what your activity will bring to the cultural life of the city. In this question you can consider if your proposal is to support new activity or how it will complement or enhance other activity taking place in or across Aberdeen.

### 4(a). Who is your target participant and/or audience group(s) for this project? (Up to 300 words).

Each application is different and will have unique aims and different types of participants or audience members. Consider if you are looking to attract a local, national or international audience and/or if you are focusing on particular groups. You can also explain how you aim to engage participants in your proposal. For example, if your application is for a project with young people in what ways is your proposal youth-led?

(Any letters of support from your stakeholders/partners, a basic marketing plan or any consultation undertaken can be added as support material, Question 11 of the application form).

**4(b) Aberdeen City Council is committed to progressing equality and diversity. (Up to 300 words).**

[Equality and Diversity PDF](#)

Aberdeen City Council is committed to removing barriers to allow for further participation in cultural activities. Our aim is to create greater diversity in programming so that all people and marginalised and under-represented groups will have an increased voice and more opportunities through culture. Please highlight how you will make sure your proposal is open and removes potential barriers, allowing for equal opportunity.

**5. Please describe a timeline of the activity you propose to undertake (Up to 300 words).**

Please include a timeline for your proposal which can include the research period. In this question consider writing the project timeline in terms of a weekly or monthly breakdown. Write down the dates and what you intend to achieve at each of the dates. This type of detail helps the panel understand how your proposal will be managed and will make sure it has realistic timescales.

**6. The Culture Aberdeen strategy has 5 ambitions.**

The Culture Aberdeen strategy 2018-28 was developed by a network of cultural organisations in Aberdeen. The strategy has 5 ambitions.

You can download the strategy [here](#)

Please tick the ambition(s) your proposal delivers on (you can pick more than one).

**7. Describe how your proposed activity delivers on this ambition/these ambitions. (Up to 300 words).**

Then, please discuss how your proposal will deliver on the ambition/these ambitions and the impact it will have in the city. For example, explain how your project will make a difference to culture in Aberdeen.

**8(a). Creative Area**

Please tick the creative areas which are relevant to your proposal. You may tick as many areas as applicable. This information is used to record which areas are supported through our funding programmes. All creative areas are given equal weighting when applications are assessed.

## 8(b). Type of Activity

Please list the estimated number of activities in your proposal. This information is gathered to help us understand the amount of activities taking place in Aberdeen. For example; in your proposal you may be organising or attending a workshop, creating an exhibition or event and/or developing a performance. Include a number in each area relevant to your application.

## 9(a). Where will the activity take place?

Please tick all the areas in the city your activity will take place. You can include any venues and/or public spaces in your proposal, (Question 3 and 9b in application). If your activity is taking place online, you can specify any relevant weblinks.

This information allows us to understand where in the city activity is taking place. When combined with other data, it deepens our understanding on the type and spread of creative activity.

## 10. Budget

Your budget should clearly set out all estimated income and expenditure relating to your activity.

### 1. Income column

Please include all income; this includes all funding applied for, any ticket sales or organisational funding to support the proposal on separate budget lines.

### 2 . Amount column

Amount of income for each income source, these figures can be combined to make a total \*on form.

### 3. Confirmed column

If you have applied for funding and have already notification of the funding, then write Y for Yes. If you have applied for funding and have not received notification write N for No. In the case of the answer being No also write the date when you estimate you will be notified about the funding.

### 4. Expenditure column

Each item of expenditure should have a separate line in the table. Please also explain, what each item is, what the funding is for and how you made your calculation.

For example;

Freelance tutor hours; how many tutors multiplied by the hourly rate, then multiplied by the amount of sessions = Total

There is a useful Creative Scotland PDF to calculate hourly rates.

[https://www.creativescotland.com/\\_\\_data/assets/pdf\\_file/0009/38979/Guidance-on-Industry-Standards.pdf](https://www.creativescotland.com/__data/assets/pdf_file/0009/38979/Guidance-on-Industry-Standards.pdf)

Travel, how many journeys, multiplied by the amount of people, and cost depending on the type of travel = Total

## 5. Expenditure amount column

Each item of expenditure should have a separate line in the table. Please write in each line a calculated total amount, you can show how you have made the calculation in Number 4, the expenditure column.

The overall expenditure total should be inserted at the bottom of the column \* on form.

**Calculate and write in any in kind contribution.**

**Write in the total of your organisations unrestricted reserves. Also, it is important that your income and expenditure equal the same amount.**

Income	Amount	Confirmed?	Expenditure	Amount
Aberdeen City Council Creative Funding	£4000	N	Venue Hire of Aberdeen Hall for 2 weeks (performance and rehearsals)	£2000
Creative Scotland Open Fund Outcome expected July 2019	£5000	N	5 x Musicians, fees at Union rate	£5000
Crowd Sourcing	£500	Y	Instrument and PA hire	£1000
Sponsorship	£500	N	Stage dressing and costumes	£500
			Filming of performances	£1000
			Print promotion and distribution	£500
<b>Total Income</b>	£10,000*		<b>Total Expenditure</b>	£10,000*

## 11. Support Material

**Your support material must include a current business plan or constitution, as appropriate depending on your type of organisation.**

The quality of your proposed activity is one of the criteria the independent panel will assess when reviewing your application. To aid this process, we require 5 items of support material which demonstrate your ability to deliver a quality project (reflecting your area of work or planned level of activity). This can include information such as a CV, a marketing plan, any partnership agreements or arrangements, any stakeholder/ participant consultation, publications, reports, letters of support or evaluation of previous projects. Where possible, these documents should be provided in PDF format so they can be circulated to the independent panel. Each piece of support material should not exceed 5mb in size and can be shared by email or a file sharing service to [creativefunding@aberdeencity.gov.uk](mailto:creativefunding@aberdeencity.gov.uk).

### Photographs

Photographs should be good quality and carefully selected to reflect the activity proposed in the application form. Please ensure images are clearly labelled and include relevant information as appropriate. Where possible, please save multiple images as one PDF document with clear titles and dates of the activity they relate to. Please make sure where possible the final file does not exceed 5mb in size. If sharing a link to online images, check the link is to pages specifically related to the application and not to personal accounts.

### Video and Audio Files

Please check that any links to online video or audio files are working, if sending files as attachments please make sure they do not exceed 5mb in size.

## 12. Declaration and Use of Information

To confirm that all information included in this application is accurate and that you have read and followed the application guidelines, please sign and date the application. If submitting by email an electronic signature or the typed name of the appropriate applicant should be inserted. **Please note that any applications that are not signed will not be considered.**

## 3. What happens after you submit your application?

Following submission, your application will be acknowledged by an email from [creativefunding@aberdeencity.gov.uk](mailto:creativefunding@aberdeencity.gov.uk), within five working days. If you do not receive an acknowledgement within this time-frame, please contact us to make sure your application has been received.

All applications will be reviewed by an independent panel consisting of community representatives and at least two cultural sector professionals and/or individual artists. This panel is responsible for developing recommendations which are reported to an Aberdeen City Council committee for approval. Applicants will be informed of their application outcome by email within five working days of the published notification date.

If you are successful you will receive details relating to accepting the award including information about payment, the reporting requirements and the general terms and conditions associated with receiving public funds. Please note that awardees will receive funding in line with Aberdeen City Council standard payment terms.

If you are unsuccessful, you will receive written feedback about your application and the opportunity for an individual meeting with a Council officer to discuss the potential to reapply in future application rounds.

# Completing a Creative Funding Application



1. Read Creative Funding Application Guidelines & Criteria



2. Seek support such as an advice session especially if you are a new applicant.



4. Consider the time required to complete an application.



3. Research your proposal



5. Use plain and simple language.



6. Proof read and review your application. You can ask someone to help you with this.



7. Check the budget.



8. Complete your application.



9. Send before application deadline.



11. Your application will be reviewed by an independent panel.



10. You will receive an email notification that we have received your application.



12. We will notify you if your application has been successful (if unsuccessful feedback will be given).



13. Publicise & promote your activity & celebrate your award.



14. Aberdeen City Council will publish award recipients.



