

# Creative Funding Application Guidelines for Individuals

The Regional Economic Strategy puts Aberdeen the place at its heart, with a focus on the region's economic growth and improved well-being.

Prioritising and investing in the quality of life as a means to attract people to live, work and visit the city through key elements that include tourism, cultural and recreational offerings.

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

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### 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)

#### 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)

# 1. Creative Funding Application Guidelines for Individuals

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

Applications are considered from a diverse group of individuals. Individuals who are

- Are residents of Aberdeen city.
- Are over the age of 18.
- Can deliver high quality cultural and creative activity within Aberdeen.
- 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 individuals?

Individuals can apply for up to a maximum of **£2,000**. You may only make one funding application to Creative Funding per year although you may reapply if you are unsuccessful. There is an opportunity for 10 individual funding awards to be allocated each year. Successful applicants can only apply every second year. For example, successful applicants in 2021-22 cannot apply the following year in 2022-23.

There is no match funding requirement for individuals. However, all applicants are encouraged, where possible, to explore additional funding streams.

### **Creatives fees in the proposal.**

Individuals can apply for personal fees as part of the budget request, whilst the recommendation is for this to be approximately 50% of the overall budget, this is flexible and dependent on the project or development you wish to undertake. In your proposal please ensure that all the necessary project resources required for your activity has been accounted for in the budget. Within the same proposal fees for other collaborators or service suppliers can be researched, costed and added to the budget as appropriate.

## (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 others, then you can add any arrangements or partnerships 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:** We can support the professional and creative development of individuals based in the city. For example, attendance at training courses, mentoring or other support 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, contact [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 creative written material



Heritage

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

The Creative Funding programme will fund a diverse range of cultural and creative activity with different aims and objectives. We will look for quality, impact, ambition and deliverability within each application.

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 you are 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:**  
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.



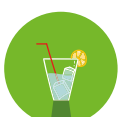
- **Capital costs and Long-term leases**  
Exception: You may apply for project specific hire costs or equipment hire. Also, in exceptional cases buying equipment can be supported if the case is made for buying over hire of equipment, and the panel consider that the costs can be supported.



- **Further Education costs**  
Further education related costs for activity that forms part of an undergraduate or postgraduate course cannot be funded. Applications to Creative Funding from students must demonstrate that the activity is not linked to and will not directly benefit their studies.



- **Individual living costs and loss of earnings cannot be funded.**



- **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, contact [creativefunding@aberdeencity.gov.uk](mailto:creativefunding@aberdeencity.gov.uk)

## 2. Completing your Application

### General advice



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 £2,000 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. Please provide a written summary of your proposal describing the activity you are seeking support for. (Up to 200 words).**

You should include a brief summary 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 yourself. (Up to 300 words).**

You should write about your professional, cultural and/or creative skills and experience including your future aspirations. You can outline your key areas of work; your core aims and objectives and any specific projects you have delivered. For this question consider what previous relevant experience will strengthen your application. You must include a CV as support material in Question 11. This information helps the panel understand how your experience to date is relevant to your application.

### 3. Please tell us what you want to achieve should you receive funding?

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 you require 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 you require funding support for professional development. For example, this could be to attend 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).

### Please tell us what you want to achieve should you receive funding? (up to 500 words).

Your response should give further detail about your proposed activity as well as explaining what you are aspiring to achieve. You should consider what your proposal 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.

### 3(b). What is your legacy beyond the delivery of the project? (Up to 300 words).

In this question write about the long-term benefit beyond the initial delivery of the project.

For example, the proposal may raise the profile of the city or creatives within the city.

### 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 diverse 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(a). Please explain how you will manage the activity and project, including how you plan to deliver the proposal and how you intend to evaluate the project. (Up to 300 words).**

**5(b). Please consider and write about any risks associated with the project and how you intend to mitigate against the risks. Please also include how you intend to adapt the proposed project in line with possible changing guidelines in relation to public health and Covid -19.**

For example, explain how your proposal will adapt if Aberdeen moves into a tier system or goes into lockdown, could your proposal move online or be filmed as guidelines change over the next year until March 2022. Consider the resources required and how they will be reflected in the budget.

**A basic risk assessment can be included in the support material. (Up to 300 words).**

**5(c). Please describe a timeline of the activity you propose to undertake; this could include the research period and delivery of the project. (Up to 300 words).**

**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.

## 9(b) Time of Year?

Please tick the months of the year the proposed activity will take place.

## 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 other funding to support the proposal should be written 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.

**Also, it is important that your income and expenditure equal the same amount.**

Income	Amount	Confirmed?	Expenditure	Amount
Aberdeen City Council Creative Funding	£1500	N	Attendance at Silversmith course	£1,700
Creative Scotland Open Fund Outcome expected in 3 months	£2000	N	10 x 2hr One to One mentoring sessions.	£600
Crowd Sourcing	£500	Y	Travel to course by train for x days Aberdeen to Edinburgh return.	£600
			Silversmithing materials	£900
			Exhibition, marketing and promotions costs	£200
<b>Total Income</b>	<b>£4,000*</b>		<b>Total Expenditure</b>	<b>£4,000*</b>

## 11. Support Material

**Your support material must include a CV.**

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.



