CREATIVE FUNDING

Application Guidelines for Individuals and Organisations

Contact

For further information or to organise a one to one advice session with a member of staff, please contact us on:

Email: creativefunding@aberdeencity.gov.uk

1. How to apply

Step 1: Consider these guidelines to ensure you meet the requirements and can develop an application which meets the criteria.

Step 2: Consider if you require any additional support before submitting your application. If you do please email creativefunding@aberdeencity.gov.uk to arrange to speak to a member of staff.

Step 3: Submit the application via email to creativefunding@aberdeencity.gov.uk before the application deadline which is the Sunday 29th May 2022 at midnight.

The proposal, question 1 and 3 of the application form can alternatively be submitted by sending in a video or voice recording (up to 6 mins in length). Please note, if submitting by video/voice please use an unlisted YouTube link as we may not be able to accept files as attachments or downloads from a file sharing site. Any questions please contact creativefunding@aberdeencity.gov.uk.

The Award outcome date is Friday 29th July 2022 at 5pm.

Advice for Individuals

Who can apply?

Applications are considered from a diverse group of individuals who are:-

* Residents of Aberdeen city,
* Over the ages of 18.
* Can deliver high quality creative and cultural activity within Aberdeen. If your proposal is for activity that takes place out with Aberdeen, for example professional development then the benefits to the city must be clearly presented in the application.
* Have a clear proposal that meets the criteria.

How much Creative Funding support is available for Individuals?

Individuals may apply for up to a maximum of £2,000. You may only submit one funding application per year, although you would be eligible to reapply if your application is unsuccessful. There is an opportunity for 10 Individual Awards to be allocated each year. Applicants who are successful can only apply every second year.

There are no match-funding requirements for individuals, however all applicants are encouraged, where possible, to explore different funding streams.

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.

Advice for Organisations

Who can apply?

* 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.
* Are able to deliver high quality creative activity in Aberdeen.
* Have not for profit status, such as being a registered charity, social enterprise or community interest company.
* Have an equal opportunity statement or policy or are willing to adopt Aberdeen City Council’s. Applications are welcome from underrepresented organisations.
* Have relevant accounting procedures.
* Have a clear proposal that meets the criteria.
* If your proposal is for activity that takes place out with Aberdeen, for example professional development then the benefits to the city must be clearly presented in the application.

How much Creative Funding support is available for Organisations?

Organisations may apply for up to a maximum of £10,000 and it is possible to send two applications per year.

You may apply for up to 75% of the total cost of your proposed activity. The remaining 25% must be cash funding in 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.

What creative areas/fields can Creative Funding support?

Creative Funding supports a range of areas/fields within arts, culture, heritage and the creative industries. This includes, but is not limited to, the following:

Archives

Computer Games

Crafts

Cultural Education

Dance

Design

Fashion and Textiles

Film and Video

Heritage

Language and the Written Word

Music

Photography

Software/Electronic Publishing

Theatre

TV and Radio

Visual Arts

Writing and developing creative written material

What type of activity can I apply for?

Creative Funding can support a range of different types of 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 materials in Question 11 in the application.

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

Professional development for individuals: We can support the professional and creative development of individuals based within the city. Examples include attendance at training courses, mentoring or other support programmes.

Professional development for Organisations: 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 areas you may specify an alternative option. Contact us via email to ensure your application is eligible. creativefunding@aberdeencity.gov.uk

What activity does Creative Funding not support?

Creative Funding is open to a wide range of proposals however there are some activities which cannot be supported, these are:

* Activities that take place out with Aberdeen City. Exception, if the proposal can clearly explain the benefit to the city. For example: an individual undertaking professional development out with the city.
* Applications from anyone directly involved in the Creative Funding administration or selection process is excluded from applying to the scheme.
* Organisations and services excluded from the funding programme are Aberdeen City Council departments or services. Businesses for business costs. Organisations who are already in receipt of ACC core or development funding or those seeking to raise money for charity.
* Projects already started, for example, backdated costs associated with your activity which takes place prior to the notification date.
* Capital costs and long-term leases. Exception: you may apply for 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 costs can be supported.
* Further Education related costs or activity which forms part of undergraduate or post graduate studies. Applications from students must demonstrate activity is not linked or

to the direct benefit of their studies. Exception, CPD for organisations that have not for profit status.

* Individuals living costs or loss of earnings.
* Refreshment 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 costs 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 creativefunding@aberdeencity.gov.uk if you seek clarification.

What is the criteria?

The Creative Funding programme will fund a diverse range of cultural and creative activities with different aims and objectives. We do however 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

Check the list of activities mentioned in creative areas/fields to see if your proposed activity is on this list. If your activity is not represented, then please contact creativefunding@aberdeencity.gov.uk.

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 to 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 will demonstrate your ability to deliver a quality project.

Impact of Activity-

For this point the applicants should consider the difference the activity will make to the participants, audience and for the city. There is an opportunity to highlight the need for the activity and how you know there is a need. Also, to show if the application is to work with a partner or a community and how it is not duplicating existing activity. Any consultation can be added as support material.

Project Management

For this aspect write about how your proposal will be well-planned and deliverable. If applicable, write about how you will attract an audience to your activity. A marketing plan can be uploaded as support material.

Budget Management

In the table you can show how your budget will be raised and managed. Please do not request funding for activity that is not mentioned in the application. For example, training if there is no request in the application it should not show in the budget. There is a separate budget sheet that can be downloaded from the website to assist you with the budget.

Risk Management

There is a question in the application about risk and how the applicant will adapt their project in line with government guidelines in regard to public health and Covid-19. A risk assessment can be uploaded as support material.

General advice to assist completing your application.

Seek support we can offer one to one advice please contact creativefunding@aberdeencity.gov.uk

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. This is for a guide only and there is no right or wrong word count and you may not choose to use the full allocation.

Language

Your application will be reviewed by an assessment panel and individuals who may not understand specific terminology. Where possible use plain and simple language in an application.

Proofreading & Calculations

We advise all applicants to proofread their applications thoroughly prior to submission.

What happens after you submit your application?

Following submission, your application will be acknowledged by email within five working days. If you do not receive this acknowledgement within this time-frame, please contact us to ensure your application has been received.

All applications will be reviewed by an independent panel consisting of community representatives and at least two cultural sector professional 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 on 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 on your application and the opportunity for an individual meeting with a Council officer to discuss the potential to reapply in future application rounds.