



Application Guidelines

This document explains the purpose of the Arts Grant scheme, and provides guidance notes for completing your application form.

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A. Introduction to the Arts Grants Scheme (Updated Autumn 2020)

The Royal Borough of Kensington and Chelsea recognises the value of the arts and is committed to supporting artists and organisations to develop high quality arts activities within the borough. The scheme offers grants of up to £3,000.

This commitment is reflected in four key ambitions to:

1. **demonstrate ambition, creativity, and originality**
2. **promote collaborative working and build capacity across new and established partnerships**
3. **create learning and development opportunities for audiences and participants (*which includes artists*)**
4. **ensure that creative activity is accessible, and supports wellbeing for our residents.**

- There will be a large demand on this fund, so unfortunately not all applications will be successful. These grant guidelines are intended to make sure you and your idea qualify.
- First time applicants are advised to read the supplementary information to help you put together your application.
- Kensington and Chelsea Social Council offer support to voluntary sector organisations, and are able to advise on and proof draft applications.
Contact Tom Richards: Tom@kcsc.org.uk

The term '**arts**' includes music, sound, dance, mime, drama, theatre, storytelling, creative writing, poetry, architecture and allied fields, printmaking, installation, circus, carnival, painting, ceramics, sculpture, photography, costume and fashion design, textiles, public art, digital arts, video, new media, film and animation.

B. Eligibility

Who can apply (Updated Autumn 2020)

- We welcome applications from any of the following who are based in the Royal Borough of Kensington and Chelsea:
 - Individual, aged 18 years and over
 - Professional or Voluntary Arts organisation
 - Community Interest Company (CIC)
 - Charity, Community, Voluntary or Not-for-Profit organisation
 - Youth group
 - Health group or organisation
- If you are not based in the Royal Borough of Kensington and Chelsea, you are able to apply provided you submit a letter of support from a local partner organisation as a supporting document (see section C - Declaration).
- If your application is successful, we require the following documentation:
 - as an Organisation: copies of your constitution or memorandum and articles of association, and your latest annual accounts.
 - as an Individual: confirmation letter from an organisation that can receive the grant award, as we cannot pay grants into a personal bank account.

Who cannot apply

- We welcome applications from any of the following as partners of projects, **but not as the applicant**:
 - Schools or educational establishments
 - Any local authority-maintained organisation or departments within the Royal Borough of Kensington and Chelsea local authority
 - Commercial companies or profit-making organisations with projects for the purpose of making a profit.
- We are not able to accept applications from current grant holders or previous grant holders who have failed to return a satisfactory evaluation for the activity funded.
- Applicants are not permitted to hold more than one Arts Grant award in the same financial year or to receive funding in consecutive rounds.

What we will fund

- Projects meeting at least two of the four ambitions
- Projects taking place within the Royal Borough of Kensington and Chelsea and of benefit to our residents
- Projects that have a participatory element
- Artist-based talks
- Research and development leading to a project that will result in clear public benefit
- Marketing and promotional material required as part of a project
- Materials or equipment required as part of a project.

What we will not fund

- Projects that are for private gain, or result in a profit
- Projects that have no public benefit for residents of the Royal Borough of Kensington and Chelsea
- Projects that do not have a strong arts component
- Existing website maintenance
- Study or training fees
- Activities that promote a particular political or religious view
- Framing or exhibition mounting costs
- Refreshments or meals
- Capital costs
- Core running costs or overheads, for example utilities, stationery or rent (although up to 10% of your budget can include costs for overheads specific to your application).
- Loan repayments
- VAT
- Budget deficits
- Endowments
- Promotional material, videos and online marketing for the applicant in general, rather than a specific project
- Activities that have already taken place
- Activities placed in a formal education setting as part of the core curriculum
- Recurring projects with no development, such as regular workshops, annual festivals/events.

How much you can apply for

- Individuals and organisations can apply for a grant up to a maximum of £3,000.
 - Amounts anywhere between £500 - £3,000 may be requested
 - The Arts Grants do not cover 100% of project costs. Matched funding is required least 10% of the total project costs.
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C. Completing the application form

About You / Your Organisation

- Basic information about you and/or your organisation, such as contact details
- Your organisation or individual status i.e. charity, CIC, Individual
- More information on the nature of your work, and any recent professional experience that demonstrates your ability to deliver your project.

Equality, Diversity and Inclusion Monitoring

- Protected characteristics are captured to help monitor the accessibility of the Arts Grants Scheme, and inform our annual review of activity run by the Arts Service
- This information is not used in the assessment process

The Project

- The type of arts activity the project involves
- Detail on what you are proposing and what you hope to achieve
- Evidence that demonstrates that there is a need for the project
- Local organisations you have approached or identified as project partner(s)

- Detail of your marketing plan and how you intend to promote the project
- Detail on how you intend to monitor and evaluate the success of the project, such as audience feedback, participant surveys, case studies etc.

Recommendations:

Arts Council England provides helpful advice on monitoring and evaluating projects that you can access [here](#).

The Creative and Credible report by the University of West England and arts consultants, Willis Newson provides guidance aimed at evaluating arts and health projects which is available [here](#).

Audience, Participants and Location (updated Autumn 2020)

- Detail on your intended audience or participants, and if your project is targeted at any specific community, age demographic or gender group.
 - Participants are defined as those directly contributing to the contents, organising or delivery of your project, and might include artists, members of the community or organisation staff
 - Audiences are defined as those benefiting from engaging with the end product of your project, e.g. viewing an exhibition, performance or attending an event.
- The venue or location of your project including a post code and, if this is not yet confirmed, an indication on what type of venue or space you're looking for.
- Applicants intending to base their activities in public spaces (e.g. **streets, council parks or squares**) are required to contact the Events Team prior to submitting an application at E: Specialevents@rbkc.gov.uk | link [here](#) for more information.
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Budget

- Your budget needs to be separated into two sections: income and expenditure. Both must balance by showing equal totals in each section.
- You must show how you have arrived at your figures, for example the number of days you will be employing an artist; or the number of tickets you expect to sell and at what price.
- Please include the value of any in-kind support, showing this in both the income and expenditure columns to ensure that your budget balances.
- At least 10 per cent of the total project income must come from sources other than the Arts Grants Scheme; the cost of your time as in-kind cannot exclusively account for this 10 per cent.
- The income from other sources can take the form of:
 - A grant from another public funding body
 - A grant from a trust or foundation.
 - Sponsorship or donations from a business
 - Your own or another private individual's contributions.
 - Earned income, for instance sales of tickets, merchandise, refreshments or advertising.
 - In-kind support such as materials, equipment, work or rehearsal space, transport and professional time given free to the project (both artistic and administrative).

Recommendations:

Arts Council England provides helpful guidance on recommended payment rates for artists that can be accessed [here](#).

While the Musicians' Union provides similar advice for paying musicians that can be accessed [here](#).

The organisation A-N promotes good practice in working with visual artists, including the calculation of fees, accessed [here](#).

Declaration – Supporting Information (updated Autumn 2020)

- If you feel that your application will benefit from supporting information, such as visuals of your work that cannot be accessed on a website, you can provide this as a PDF, the equivalent of two sides of A4.
 - If you are the lead applicant and are not based in Kensington and Chelsea you are required to submit a letter of support from a local project partner. This should be no more than one side of A4
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D. The application process

Applications open:

Spring Round: Wednesday 17 March 2021

Autumn Round: Wednesday 1 September 2021

Deadlines for applications are:

Spring Round: Friday 30 April 2021

Autumn Round: Friday 15 October 2021

Decisions are typically communicated within 4-5 weeks of the deadline.

Application Process

The Arts Service is supported in assessing every application by an independent Arts Grants Advisory Panel, comprising local artists and arts organisations.

- All applications are assessed against the following criteria:
 - Demonstrating clear planning and organisation
 - Incorporating measures to monitor the progress of the project
 - Offering clear means of evaluating the success of the project
 - A viable budget, offering value for money
 - Offering clear benefits to the residents of Kensington and Chelsea.

If your application is successful

- The Arts Service advises successful applicants by email, comprising: an offer letter confirming the level of funding awarded and whether there are conditions on this allocation; the terms and conditions of the grant scheme; and marketing guidelines for use of the Council's logo.

- Once we receive a signed copy of the offer letter confirming agreement to the award and the scheme terms and conditions, along with your constitution or organisation partner documentation, we require we arrange BACS payment of the award.
- As we are keen to support and promote your project from development to delivery, we ask you to provide us with a project timeline, and notify us of when your project is taking place.
- The grant is paid in full in advance, but we require a completed project evaluation form, including final accounts, at the completion of the project.
- Failure to return the evaluation form within eight weeks of the project completion date may result in ineligibility for future funding from the Arts Grants scheme.
- Projects must be completed within 12 months of the offer letter.
- It is a condition of funding that successful applicants comply with any statutory requirements relating to working with children and vulnerable adults, including valid DBS licenses.

Acknowledging the grant

- Successful applicants are required to acknowledge the Arts Grant by using the Royal Borough of Kensington and Chelsea logo on all project publicity materials, including printed and online media.
- Successful applicants are also asked to connect with the Arts Service social media platforms and ensure cross posting of promotional media.
- A copy of the logo, guidance on its use and Arts Service social media channels are forwarded as part of the confirmation of funding.

Repayment of a grant

- Under certain circumstances, we may ask for a grant to be repaid, either whole or in part. These circumstances will vary but may include the following:
 - The applicant ceases to operate, is declared bankrupt, or placed into liquidation or receivership.
 - The applicant fails to use the grant for the purpose for which it was obtained, or fails to complete the project within 12 months of a grant being awarded.
 - The applicant fails to comply with the conditions of the grant.
 - The application form was completed fraudulently, incorrectly or misleadingly.
 - The applicant acts in a manner that is fraudulent or negligent at any time during the period of the grant.

E. Covid-19 Recovery Award Participation Programme

Open to applications up to £15,000.

This award will support professional artists to deliver participatory activities that are co-curated with the community and take place across the borough between 21 June and 31 August 2021.

If you are interested in applying for this fund please email culture@rbkc.gov.uk for information about how to apply.

