



Cyngor Celfyddydau Cymru
Arts Council of Wales

“Create”

A National Lottery Arts Funding Programme

April 2021



Yn dyfarnu arian / Awarding funds from

Y LOTERI GENEDLAETHOL
THE NATIONAL LOTTERY®



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Accessibility

Arts Council of Wales makes information available in large print, braille, audio, Easy Read and British Sign Language. We'll also try to provide information in languages other than Welsh or English on request.

If you have any **access** needs and are thinking about making an application, we can help to make sure that you're supported during the application process. Please contact us at grants@arts.wales to discuss how we can help.

Arts Council of Wales operates an equal opportunities policy.

What to do if you're not able to accept money from the National Lottery

If you're unable for any reason to accept Lottery funding, please upload a letter with your online application explaining why this is the case. If your application is successful, we'll try and fund your project from money that we receive from other sources.

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Welcome

Welcome to “Create”, one of our National Lottery funding programmes.

Here you’ll find all the information you need to prepare your application. Our guidance note [National Lottery Funding: what you need to know if you’re making an application](#) should be read alongside this document. This is where you’ll find all the information you need on our overarching priorities, eligibility, appropriate costs and additional support available to help you to submit the best application possible.

But before we get into the programme detail, what kinds of projects are we looking for?

The world is very different today post Covid19. As we plan for a new future, we want to support projects that try to get to grips with what that future might hold. This means that we’re taking a fresh look at how we can achieve a strong and resilient arts sector that properly reflects the fullest range of our country’s people and communities.

About “Create”

- “Create” funds the development and creation of high-quality arts experiences that help creative individuals and organisations engage with and connect to the public
- “Create” is about providing opportunities for individuals and organisations to produce and present their best work. This can mean funding the production and presentation of work, the development of new ideas and / or supporting individual or organisational development through training or business growth and change
- “Create” supports our priorities as set out in our corporate plan, “[For the Benefit of All](#)”. This programme area will help us to meet our priorities around equalities, diversity, the Welsh language, nurturing creative talent and supporting sector resilience
- “Create” continues our commitment to the principles of the [Welsh Government’s Wellbeing of Future Generations Act \(Wales\) 2015](#) and the “Cultural Contract”, ensuring that our public funding has a cultural and social purpose. So everything supported through this Fund will be expected to demonstrate commitment to these principles
- We can accept applications for funding of between £500 and £50,000 (£100,000 in exceptional circumstances for organisations including festivals by prior agreement with your Development Officer).
- Applications can be submitted by an eligible organisation or individual. You can check what this means [here](#)
- There’s likely to be significant competition for the available funds and we might not be able to fund all of the eligible applications that we receive. Applying can’t, therefore, guarantee all or some of the money you require
- Our funding decisions will be informed by any Covid-19 guidance, policies or restrictions from the Welsh Government that apply at the time

What can I apply for?

“Create” can support individuals, organisations and communities to develop ideas, create and commission work, develop greater resilience and experience the arts during 2021 and beyond.

We want to provide the freedom and flexibility for individuals and organisations to apply for what they want to do that meets with our priorities.

We’ll fund projects that allow individuals and organisations to explore new ways of promoting creative activities in a socially distanced world, including hybrid ‘live’ and digital models. Any projects we support will need to be flexible enough to ensure public benefit and connection to audience / beneficiaries, regardless of any Covid-19 restrictions in place.

Each application will need to demonstrate how they support us to advance our priorities in one or more of the following areas:

- equalities and diversity - advancing Council’s specific priorities around D/deaf and disabled people, Ethnically and Culturally diverse people, and those with protected characteristics
- reaching underrepresented communities, culturally, geographically, socially and economically
- the Welsh language
- nurturing creative talent
- developing partnerships to realise artistic ambitions in imaginative ways
- strengthening the capability and resilience of the arts to be more dynamic and sustainable (developing a business model that works in the current circumstances)

This might involve:

- Research and development
- Creation of work
- Presentation, exhibition and touring
- Festivals
- Community engagement work
- Participatory activity

- Training or professional development to enhance creative practice and invest in the skills that will support building a sustainable career in Wales (but not formal education such as degree courses or weekly classes)
- Business development or re-modelling (but not start-ups)

Applications could include a mix of activity, for example the creation of work combined with training related to the project.

We want to encourage creative activity but are mindful of the risks of Covid-19 for audiences and creative teams. We should all be directed by decisions and guidance from Welsh Government and Public Health Wales as to what is safe and permissible.

Under current circumstances applications in the following areas are unlikely to be prioritised for support:

- the presentation of work for indoor venues before Autumn 2021
- the presentation of large-scale outdoor work in 2021 that does not consider social distancing
- Touring work before Spring 2022
- projects requiring international travel in 2021.

The types of project we want to support

We're looking for practical outcomes that make a difference. How you get there is up to you, but you might find it helpful to have some insight into the types of project that we're hoping to see. (Please bear in mind that this isn't an exhaustive list of possibilities.)

We are most keen to see...	As opposed to...	This might look like...
<p>Projects that look imaginatively at where (and in which way) people could enjoy and take part in the arts.</p>	<p>Projects that try to re-create the familiar pre-Covid ways of working, when experience suggests that these aren't currently viable.</p> <p>Projects that deliver for, rather than with, targeted beneficiaries.</p>	<p>Opportunities for communities to engage creatively in artistic activity.</p> <p>Projects that engage targeted beneficiaries in the development of the activity.</p> <p>Projects that develop partnerships to support engagement with targeted communities.</p>
<p>Inspiring arts festivals that find engaging ways of connecting with audiences and communities and are driven by an innovative and distinctive vision.</p> <p>Festivals that have a track record of commissioning and presenting new work and of providing opportunities for Welsh or Wales based individual artists and creative freelancers.</p>	<p>A collection of single events without a clear artistic vision or creative rationale.</p> <p>Projects that don't consider how they'll develop their audience base and reach out to the widest number of people.</p> <p>Projects that parachute into a community with little consideration for longer-term vision and legacy across the year.</p>	<p>Developing programmes of work, that encourage new artistic discovery, community development and the development of artistic talent.</p> <p>Nurturing Welsh or Wales based artists (through platforms, training, masterclasses etc.).</p> <p>A strong local presence that creates a sense of place, or animates a town or locality.</p>
<p>Bringing the international to Wales: Wales-based creative projects with international connections</p>	<p>Participation in projects led by artists or organisations outside the UK.</p> <p>Projects that are primarily focussed on creative collaborations with international artists or companies taking place either outside the UK or digitally.</p>	<p>Wales-based projects that include a distinctive international dimension.</p> <p>Projects led or created in partnership with international communities in Wales.</p> <p>Projects created and led within Wales that include the participation of an international artist or company.</p>

We are most keen to see...	As opposed to...	This might look like...
<p>Building knowledge, skills and capacity in Wales through learning opportunities delivered by international organisations.</p>	<p>(For these types of projects, please refer to the International Opportunities Fund).</p> <p>Learning opportunities that could be delivered by a Wales or UK based practitioner or organisation.</p>	<p>The primary focus will be on the impact on local audiences and communities, although there will also be potential for international reach.</p> <p>Distinctive showcase projects that invite the world to Wales, in person or digitally, to experience arts and culture from Wales.</p> <p>Exceptional learning opportunities, such as training or mentoring, delivered by an international organisation or practitioner which will build new knowledge, skills and capacity in Wales.</p>
<p>Building capacity and capability by developing and sharing knowledge and resources across the cultural sector.</p> <p>Encouraging learning and mentoring that promote the sharing and transfer of knowledge and expertise.</p> <p>Opportunities for the development of creative, technical and business skills, through training and other forms of professional development.</p>	<p>Working in isolation with no consideration of the wider impact or value of the work, research and development phase, training or professional development activity undertaken.</p> <p>Projects that fail to demonstrate how there will be a tangible outcome from our investment.</p> <p>Projects that don't consider the impact of the research and development phase / training / professional development opportunities on the longer-term benefit to the individual and wider sector.</p>	<p>Developing the capability and the expertise of individuals – whether freelancers or the staff of organisations – to grow the skills that they'll need to develop new ways of reaching and engaging with audiences.</p> <p>Developing the ideas and ambitions of underrepresented groups such as D/deaf and disabled people, Ethnically and Culturally diverse people, Welsh speakers, young people to identify routes to pursue careers in the cultural sector.</p> <p>Projects that develop and improve creative skills.</p> <p>Projects that extend and deepen knowledge and understanding of diversity, equality and inclusion.</p>

We are most keen to see...	As opposed to...	This might look like...
		<p>Projects that develop and improve business and management skills to support the creative work (including business planning, fundraising and marketing).</p>
<p>Focussed proposals that clearly develop creative practice and demonstrate value for money.</p>	<p>Single stranded proposals with no clear longer-term benefit to creative practice or the wider sector.</p> <p>Projects that don't consider how they'll engage with an audience or that have no clear audience for the work.</p> <p>Projects that focus entirely on paying yourself to deliver work with no wider beneficiaries.</p> <p>Projects that deliver work in isolation with no outside 'eye;' or partner support.</p>	<p>Projects that merge elements of professional development (through training or business development for instance) along with time to reflect and create work.</p> <p>Projects that bring together a cohort of Individual Artists or Creative Freelancers to deliver creative work, maximising the impact of our funding.</p> <p>Projects that have partner support to provide a critical friend during the planning, development, creation and / or delivery of work or individual development.</p>
<p>Production of work that is innovative and compelling.</p> <p>Work that is new and contemporary and that seeks out and engages wider audiences.</p>	<p>Projects that haven't sufficiently considered the audiences they are trying to reach, or the barriers that might prevent them engaging.</p> <p>Projects that haven't demonstrated a commitment to deliver high quality work.</p> <p>Projects that replicate 'old' ways of working and do nothing to encourage opportunities for under-represented, new or emerging talent.</p>	<p>Projects involving producers or curators working collaboratively with venues or galleries to co-commission and present performing arts and visual and applied arts work more widely.</p> <p>Projects developing new formats that will be tested and evaluated through a research and development process.</p> <p>Projects that involve the creation of work by D/deaf, Disabled and Neurodivergent people, Black, Asian and Ethnically diverse people, and Welsh speakers.</p>

We are most keen to see...	As opposed to...	This might look like...
	Short-term projects that create activity that has no obvious audience, participants, demand or market.	<p>Projects that involve the creation of work by those from ‘protected characteristic’ groups.</p> <p>Projects that trial new ways of becoming more resilient in the current circumstances.</p> <p>Projects that provide opportunities to engage widely and deeply with audiences.</p>
<p>Ambitious, professional programming that encourages audiences to enjoy and experience a wide range of activity.</p> <p>Venues and galleries programming work that is beyond the reach of their core business, to address geographical gaps in provision and reach out to new audiences.</p>	<p>Projects that don’t convincingly demonstrate how this enhances existing programmes.</p> <p>Projects that don’t give sufficient consideration to equalities, diversity, the Welsh language and wider reach.</p>	<p>Programming new and innovative work that targets and reaches children, young people and their families.</p> <p>Programming of work created by D/deaf, Disabled and Neurodivergent people, Black, Asian and Ethnically diverse people, and Welsh speakers.</p> <p>Programming of work created by those from ‘protected characteristic’ groups.</p>

Please note:

When we talk about **Community** and **Communities**, we recognise that these aren’t just limited to geography and place. There are many types of Community – artistic and creative.

When we talk about **Audiences**, we recognise that this isn’t just limited to those attending a performance or exhibition. We also mean those who enjoy, take part in, participate and experience the arts, including those who do so digitally and online.

Any individual making an application to lead **participatory or socially engaged** activity with children, young people or vulnerable adults need to provide written evidence that an organisational partner - with appropriate safeguarding procedures in place for this type of work -will take on the responsibility of safeguarding for the duration of the project in line with their own safeguarding procedures.

Who can apply?

This fund is open to **organisations** and **individuals**.

If you're an **organisation** and currently have another 'live' National Lottery grant open with us you're still eligible to apply. You'll just have to make sure that you can meet all the other eligibility and assessment criteria and show you can deliver each project effectively.

How much can I apply for?

Individuals and organisations can apply for funding of **between £500 and £50,000**.

Grants up to £10,000 will be assessed on a rolling basis. Grant applications for over £10,000 will be considered in three funding rounds.

Remember that we'll need to look at the 'reasonableness' of your request and your capacity to manage the scale of project that you're applying for.

If your application is for training or business development and not anything else you can't apply for more than £10,000.

In exceptional circumstances, organisations including festivals can apply for up to £100,000 by prior agreement with your Development Officer (please note: the upper limit for applications from individuals is £50,000). In the case of Festivals, you would need to be able to demonstrate that your project has:

- year-round engagement opportunities for artists or audiences, commissions new work, has an international profile, nurtures new Welsh talent and unheard voices

For other organisations wishing to apply for up to £100,000 you'll need to be able demonstrate that you are:

- creating work that significantly serves Welsh audiences, impacts on the sustainability of the sector and enhances resilience, and;
- has a consortium approach to developing work or opportunities.

Please think carefully about how much you're applying for since budget constraints will limit the number of large projects that we're able to support.

We can't fund the total costs of your project.

The maximum percentage of your total eligible project costs that we can fund is 90%.

The rest of your project income must come from a non-Arts Council of Wales source. At least 10% of your project income must come from sources other than National Lottery funding. This can be 'in-kind' support or resources which have a value to the project, but which aren't cash.

You can find out more about partnership funding and 'in-kind' funding in our [application guidelines](#).

Application deadlines

We're able to accept applications of **up to £10,000** at any time once our application window opens from May 2021. Please bear in mind that you need to allow a **minimum of 6 working weeks** between the deadline date and the start date for your project.

For applications over £10,000 the following deadlines apply:

Funding for:	Deadline	Deadline	Deadline
Applications up to £50,000 (for individuals and organisations including festivals)	3 rd June 2021	25 th August 2021	13 th October 2021
Exceptional applications up to £100,000 (for organisations including festivals)	3 rd June 2021	25 th August 2021	13 th October 2021

All deadlines are **5.00pm** on the dates stated.

Please bear in mind that you need to allow a **minimum of 9 working weeks** between the deadline date and the start date for your project.

Please note:

We can't fund projects that are already happening. So we won't accept your application if your project's start date comes before we've had the opportunity to assess your application.

Applications must be complete. We won't accept further supporting information after you've submitted your application (unless we request it as part of the application process).

What are the criteria that apply to this fund?

Applications will be assessed against all the following criteria:

- The quality, strength and innovation of the artistic proposal and make-up of the creative team – we expect to see appropriately paid opportunities for freelance creatives, makers and individual artists

If your application is for training/professional development or business development/re-modelling - or is a part of the application - this should explain the quality and appropriateness of those providing skills and expertise. Consider the relevance of training to your practice or organisation's work as well as how the skills being developed will benefit the wider sector in Wales

- The strength of the proposal in supporting us to meet our corporate priorities around equalities, diversity, the Welsh language, nurturing creative talent and / or promoting the sustainability and resilience of the sector
- The potential impact of the project both now and in the future, and its benefit to others, in relation to those underrepresented in our work and our funding
- The extent to which your project helps to promote the principles of the “Cultural Contract”
- The quality of the relationships or partnerships in place or being developed to support the realisation of the project
- The strength of the project management and financial plans in place to deliver the project and ensure public funds are used appropriately

Within these criteria we'll also consider geographical 'spread' of proposed activity as part of our decision making.

What questions will I need to answer?

You're ready to start your application. The application form is set out as follows:

1. Pre-Application Checks

Introductory information and pre-application checklist.

2. Contacting You

Information about who to contact in relation to the application. This will include your language preferences and bank account information.

3. About your Project

Key information about your project, including its title, start and end date and basic budgetary information including access support costs.

4. Tell us what the main focus of your project is

Use the drop-down box to select the main focus of the work. You are able to apply for more than one element in your application, but this will help us to assess applications on a like for like basis

- Research and development
- Creation of product for presentation
- Presentation of product
- Festival
- Community engagement work
- Participatory activity
- Training or professional development
- Business development or re-modelling

5. Your project in summary

We may use this information in any publicity we produce about your project

6. Tell us about your project, focusing on the key artistic / creative idea and your reason for doing it at this time

Please tell us:

- What do you want to do
- Why you want to do it
- How you will ensure the highest artistic quality
- Who is part of your creative team

7. Tell us where the project will take place, who you want to reach with this project and what the demand is for it

You may want to consider:

- Where your project will take place
- Who your audience and/or participants are
- Are you planning to work with specific groups or communities? What benefit do you hope this will achieve?
- What opportunities will there be for you, other artists, partners and / or participants to develop skills?
- What will be the wider impact of you having had this support?
- Who else will benefit from this?
- How those who will benefit from the project have been involved in developing it
- The potential legacy of the project

8. Tell us how your project will support us to meet our priorities around equalities, diversity and the Welsh language.

9. Tell us how your project will support us to meet our priorities around nurturing Creative Talent and / or promoting the sustainability and resilience of the sector.

10. Tell us how your project will promote the “Cultural Contract”

The “Cultural Contract” is designed to encourage those receiving public funds think about cultural and social purposes. So you’ll need to think about the following:

- **Growth Potential** – developing positive activity to support resilience, diversify and adapt operations through income generation, sharing resources and maximizing opportunities to engage and support freelance creative professionals in Wales
- **Fair Work** – ensuring appropriate rates of pay; board and workforce diversity to increase the involvement throughout the organisation and in the work you deliver by, with and for Black, Asian and Ethnically Diverse people, D/deaf, disabled and neurodivergent people and people with other protected characteristics, including Welsh speakers
- **Promotion of Health, Skills and Learning in the workplace** – developing skills, learning and health and well-being initiatives in the workplace and community including supporting arts and health initiatives
- **Progress in lowering your Carbon Footprint** – measures to improve environmental sustainability and reduce your Carbon Footprint

As part of this, you'll need to confirm that all those involved in the project are paid at least the national minimum wage. and that freelance workers are paid at least the minimum level of fee agreed with the relevant trade union or professional association (see the section in the Guidelines on "[Project Costs](#)").

11. Tell us how people will get to know about your project

You may want to consider:

- What are your key marketing activities?
- Are you planning any outreach or engagement work?
- What support from partners are you getting for this?
- How will you share your experiences and learning?

12. Tell us about your relevant work and experience to date, how this project builds on this and moves you forward in your ambitions for the future

13. Tell us how you'll manage your project

Please tell us:

- What are the key stages?
- Who'll be involved in key stages of project delivery?
- How will you monitor and evaluate throughout the project and share any lessons learnt?

14. Tell us how you'll ensure your project is Covid safe

We'll ask you to explain how your project can take place within any Government Covid restrictions that apply at the time. For example:

- How likely is it that your project would be impacted by changed guidance from Welsh Government and Public Health Wales as to what is safe and permissible?
- Do you have alternative plans to carry out your project?
- How will you manage implementing changes?

15. Tell us who you'll be working with to deliver this project

16. Artform

information about the range of artform activity that will be part of your project.

17. Activity Types

information about the types of activity that will be part of your project.

18. Targets

information regarding your proposed project targets, including number of exhibitions, performances, workshops, and audiences/attendees.

19. Language

the impact you think this project will have on the Welsh Language:

Positive, Negative or Neutral

20. Location

tell us where your project activity will take place.

21. Equalities

give us equalities monitoring information for your project.

Supporting documentation

For applications over £10,000 you may submit one supporting document that is no longer than five A4 pages long written in a font that is 12 points or above

Application checklist

Here's a quick checklist to act to prompt you as you prepare your application:

- Are you eligible?
- Have you uploaded your relevant documents? (bank info, governance documents if required)
- Have you identified one (or more) of our corporate objectives that reflect your project activity?
- Have you identified at least one main programme into which your project fits?

If you can answer yes to all the questions above, then you're ready to begin your application. You can refer to our application Help Notes for more detail about how to complete your application form. Remember that if you're not sure or need further help or guidance, get in touch with us using the details below.

What if I have a question?

If you have any questions on eligibility or about this fund, please contact our Grants and Information team.

You can do this by email, through our website or social media:

Email: grants@arts.wales

Web: Fill out a form on our [website](#)

Twitter: Send us a tweet [@Arts_Wales_](#)

We'll do our best to respond to all enquiries as promptly as we can. If you want us to call you back, please provide your contact number and we'll arrange to get back to you as soon as possible.



03301 242733



9.00am - 5.00pm Monday - Thursday

9.00am - 4.30pm Friday



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