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**ARTS COUNCIL  
ENGLAND**



## Arts Council England Let's Create Jubilee Fund

### Additional Guidance for Applicants and Monitoring & Evaluation Requirements

#### Your organisation

The fund is open to voluntary and community organisations with charitable aims, working towards a common goal which does not have to be based solely around arts and culture.

It is anticipated that **the strongest applications** will come from organisations with:

- a clear mission which is not solely focused on arts and culture
- a robust track record of delivering impactful projects in their community
- the capacity to form strong and lasting partnerships with individuals or other organisations in order to deliver high quality and relevant activity

#### Your partners

Although this is not essential, applicants are strongly encouraged to partner with an artist, creative or cultural organisation **that has been in receipt of ACE funding within the last 4 years** to help deliver their project. You can find out more about **ACE supported artists** or **organisations** in your local area on these links.

Applicants are free to choose any artist, or arts/cultural organisation to develop their activity. ACE are keen to support high quality arts and cultural responses which are ambitious and innovative. **The strongest applications** will likely include new, responses to the Jubilee rather than established practice. For example, a new song written in collaboration with a community Choir and performed with local musicians would be a stronger project than a performance by a local dance school of their current repertoire. Both projects would be fundable, but the first project demonstrates a more creative and original response than the second example.

#### Your project

As per National Lottery regulations, ACE cannot fund activity that has already taken place. The **project can begin from 1st April** so that preparation can take place such as rehearsals etc. Public-facing **activity should take place in June 2022**. The project end date can be in August to include any evaluation and final payments.

ACE would like to know about the activity being funded so answers which include a lot of peripheral information will be less strong. They would like to know what impact the project will have and what kind of ongoing legacy may be created, either through bringing different communities together, or working with a new artists/cultural organisation, or trying a new activity. Could this project be a pilot for a larger idea? Or possibly a trial to secure future financial sustainability or increase engagement with people.

It is anticipated that **the strongest applications** will have clear aims that focus on supporting local people to develop high quality, relevant arts and/or cultural activity to celebrate the Queen's Platinum Jubilee. They will demonstrate that local people are actively involved and have opportunity



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to shape the activity. **The strongest projects** could also how the project might fit strategically to wider goals or objectives of partners/stakeholders.

Through this funding ACE want to reach a wide range of people, including those who typically would not have the opportunity to engage in creative activities. They want to know generally which people, groups, communities the funding will benefit. Applicants are not expected to ask participants or potential audiences any demographic details in order to complete the form. If you do not know that information, you do not have to include it in the application form.

It is anticipated that **the strongest applications** will have a very clear idea of who their target audience/participants are and how to reach them. You might already work with these people or be very well placed to reach them. ACE are keen to reach people in areas with the highest indices of multiple deprivation and expect a balance of funded projects across as much of the country as possible.

### Your grant

ACE expects an income and expenditure budget to be provided. The budget needs to be balanced as no profit can be made and it needs to include eligible project costs. A contingency can be included. A **strong budget** would include costs that match the description of the project undertaken. It will also show fair rates of pay to artists and include costs for ensuring the project is accessible.

### What happens if you are successful?

If you receive a grant, you will need to:

- accept and run your project in line with the terms and conditions
- keep clear records of project management and finances (including all invoices) and make these available to ACE upon request
- provide information after your project is completed, if contacted by UK Community Foundation or ACE. This information may include:
  - how the money was spent
  - activity and beneficiaries
  - impact and legacy (e.g., new relationships or projects resulting from the activity)
- respond to ACE and UKCF if asked to take part in any marketing activity. Including: providing photos and image permission forms, a quote and availability to do media interviews
- complete a simple evaluation form. You may also be invited to attend a 2-hour focus group so ACE can find out more about the impact of the project. This would either be in person or online
- share news of your funding with your community and more widely using the communications pack provided, including contribute to a national platform, profiling activity celebrating the Jubilee (you will need to sign up here): <https://platinumjubilee.gov.uk/>
- Include the official hashtags #CreativeJubilee and #LottoGoodCauses in social media posts about your activity

**Privacy notice:** Wiltshire Community Foundation's privacy policy can be found here <https://www.wiltshirecf.org.uk/privacy-policy/>