

## Arts Project Funding: everything you need to know

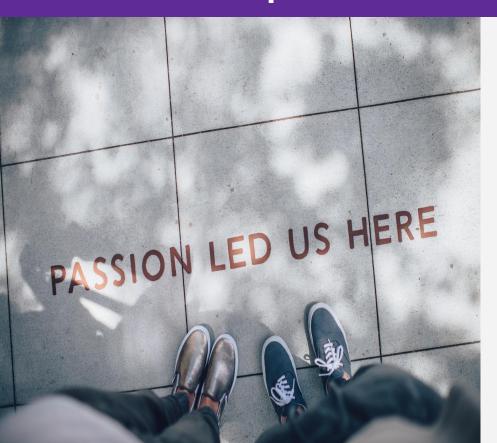
## Who am I?

## Freelance Consultant, Producer, Mentor & Advisor



- Background & artistic specialism in dance, outdoor arts, participation, young people
- 9 years in Lincolnshire at artsNK
- Project & Development Manager at Dance Hub Birmingham, followed by Creative Learning
   Producer at Motionhouse
- Freelance portfolio from May 2020
- Clients include: individual artists, arts organisations, collectives, performance companies, festivals
- Worked on: Arches Worcester Festivals, Birmingham 2022, Xzibit Young Creatives, Propel Dance & more.
- Fundraised over £1.25m

## In this workshop, we will cover...



 How to get your project funded, including from Arts Council England's National Lottery Project Grants and Developing Your Creative Practice

Match funding, funding from other sources & partnerships

Q&A



# Types of project: what will ACE fund for project grants?

#### Main focus!

Delivering a project to, for, with and by a community, led by an artist/organisation (or the community) and making an impact. Must meet

Outcomes & IPs...

- Community engagement
- Co-creation, co-design, co-curation & consultation
- Participation, learning, outreach, education activities
- Admin, project management, producing, tour booking
- Research & development, testing, piloting an idea or concept
- Creation of new work e.g. a full-length performance
- Touring



## Types of project: what will ACE fund for DYCP?

- R&D: practical and theoretical
- Learning/refining a new skill
- CPD & training (non-academic)
- Coaching & mentoring
- Personal practice / studio hire / desk research
- Collaborators
- Networking
- Transitioning to a new or fusing a form/discipline

Main focus!
Developing your
practice - in a personal,
relevant and meaningful
way to you at this time

## Project Grants: essential info

- → Open access funding no deadlines
- → Apply for under £30k: 6-8 weeks decision turnaround time
- → Apply for over £30-100k: 12-16 weeks turnaround time
- → Apply for over £100k for nationally significant project or touring, submit an EOI
- → Chat to your RM (artform specific) about your project as an introduction, get their advice
- → Upload a cashflow spreadsheet for over £30k applications (no master budget)
- → Get going on seeking letters of support from project partners confirming match and/or demonstrating quality/commitment to your project

### WRITING AN ACE FUNDING APPLICATION in a nutshell

- Apply a productivity technique to keep you motivated/on track
- Use a **template**
- Keep working on draft until happy > tag team with colleagues / external eye or critical friend > add comments as you go
- Gather biogs from creatives involved
- Gather letters of support
- Always drop in ACE buzzwords directly from the strategy



- Ask yourself, so what?
- Ask someone to proofread it (multiple times)
- Edit & cut, repeat & repeat
   some more to get to the
   CHARACTER COUNT! (omg)
- Copy & paste onto Grantium
- Upload supporting docs / links
- Attach docs >> cashflow &LoS
- Final checks
- SUBMIT

## LET'S CREATE Strategy: what you need to know

#### **INCLUSIVITY & RELEVANCE**

- Co-creation, co-design, co-curation
- Community involvement & consultation
- Commitment/pledges to EDI (& equity)
- Youth/participant voice
- Equal opportunities in practice
- Fair recruitment policy & practice
- Language & comms
- Demographic data & statistics

#### **DYNAMISM**

- Business & leadership skills, commitment to CPD + succession planning
- Agile ways of working
- Training
- Adaptability, pivoting, resilience
- Mental health & wellbeing support
- Embracing of technology in back office & delivery of projects
- Digital literacy & confidence



#### **AMBITION & QUALITY**

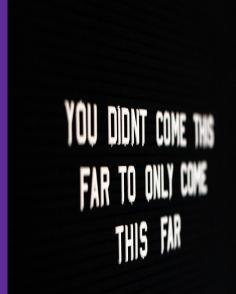
- Define ambition to/with your community
  - through what lens?
- Feedback mechanisms
- Data collection
- Metrics & measures
- Leading collaborators/creatives involved with track records/profiles
- Skill & talent development learning, training, CPD, mentoring

#### **ENVIRONMENTAL RESPONSIBILITY**

- Data collection
- Understanding of carbon footprint of the project/org/venue
- Pledges & commitments
- Themes & topics for advocacy

## DYCP: in a nutshell

- Focus in on an inquiry question
- Ask yourself: what difference will this make?
- Answer 3 questions: you biog, what will you do, why will you do it?
- Use a **template**
- Gather letter of support someone who will vouch
  for your practice/knows
  your work
- Drop in ACE buzzwords directly from the strategy



- Add link or supporting doc (not a social media account!)
- Ask someone to proofread it (multiple times)
- Edit & cut, repeat & repeat some more to get to the CHARACTER COUNT!
- Copy & paste onto Grantium
- Final checks

## Seeking match funding

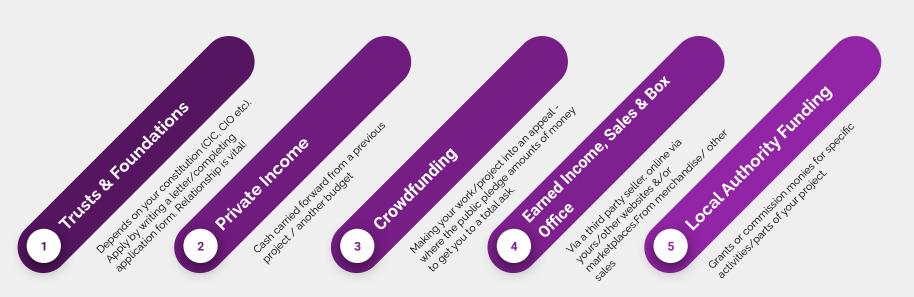
#### Where to start? 6 steps to success

In short - just ask!



- 1. Start with your project budget where are the gaps?
- 2. Identify who might support your project/work why? Who?
- 3. Distinguish between cash & in-kind support
- 4. Make an approach sell it to them/build a compelling case/alignment with their objectives
- 5. Build the relationship
- 6. Request in writing/letter of support

## Match: other types of funding/revenue

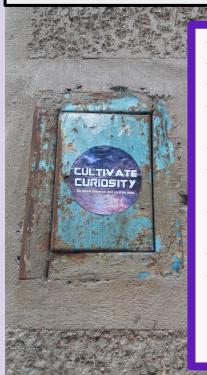




## Other bits of wisdom

- → Watch my Culture Central webinar about fundraising, alternative revenue streams & bidwriting here: <a href="https://youtu.be/RwGG-Q72Kx">https://youtu.be/RwGG-Q72Kx</a>
- → <u>Match funding</u> >> think about earned income/carried forward budgets, search or join funding databases containing long lists of trusts and foundations, crowdfunders, partner in-kind support (always get them to add the value of this in a LoS)
- → Always read the ACE 'official' guidance.
- Familiarise yourself with Let's Create Outcomes & IP's (think OTT you can never know too much!).
- Let your budget tell the story... include all overheads such as running costs for the project time period (and disguise more if you can).
- Use a character count website to help you edit answers down to size.
- Things that strengthen a bid:
- 1. the 'big' vision potential future partners or developments as a result of the work, detailed creative content
- 2. all partners & activities Confirmed (as opposed to Expected)
- 3. a well planned timeline
- 4. Ambitious but SMART based on some kind of business plan or strategic thinking or evidence

## Things I wish I had known starting out



- ★ The industry/sector is a small world: everyone is connected
- ★ You learn as you go funding gets easier with experience
- ★ Grit your teeth: there will be tough times & you will get rejected
- ★ Find your USP or niche: what makes you special? Learn how to tell your story in a clear & compelling way
- ★ Charge your worth (& use industry rate cards)
- ★ Networking is key: it really is 'who you know', make a connection with the funder if you can (have a meeting)
- ★ Brush up on your business skills, they're handy for running a project & writing a bid
- ★ Find your tribe, cultivate relationships get help if you need it!
- ★ Be open and adaptable to change you might need to resubmit



## **QUESTIONS?**

For advice, support with your bid and to see more about me & my work at:

www.amydaltonhardy.co.uk email hello@amydaltonhardy.co.uk or visit my Instagram: @amydaltonhardy