

CAN DO CREATIVES

Project Planning and Design

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PART 3

- **Applying for funding and commissions**
 - **Budgeting continued**

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Check the Funder Finder at Manchester Community Central

<https://manchestercommunitycentral.org/support-groups/search-funding>

You have to register as a member first at

<https://www.macc.org.uk/becomeamember>

Also: <https://www.fundingforall.org.uk/available-funds/>

And: <https://www.getgrants.org.uk/funding-finder/>

Quick ice-breaker:

You can be paid to create something in a style, or using materials, that you have never done before. What do you do?

The Arts Council as a funder:

- Public funds from the Lottery (gambling).
- One of the few that funds individuals.
- A thorough and fair funder.
- Make assessments based on their clear criteria.
- Take note of what they can not fund so as to not get caught out, eg. a great project but that has already been active; or film projects.
- Read these carefully, also read the general strategy to get a feel for their priorities at the moment.
- Think how you can frame what you want to do, or even gently adjust or mould what you want to do around any funder's criteria and priorities.
- Note that most of their successful applications have 50% match funding from somewhere else. That can be a combination of cash and 'in kind'.
- Also depends on the amount applied for, and the geographical location.
- Less detail needed for smaller funding.
- If not successful, you can re-apply with an amended application and different title.

Let's look at some applications answers to the questions on their form.

ARTS COUNCIL ENGLAND - GRANTS FOR THE ARTS APPLICATION QUESTIONS

Please give us a short summary of your project (up to 600 characters including spaces)

Quality questions

Tell us about your (or your organisation's) relevant work and experience (up to 1500 characters)

Tell us more about your project and what you want it to achieve (up to 1500 characters)

Tell us how this project will help to develop your work (up to 1500 characters)

ARTS COUNCIL ENGLAND - GRANTS FOR THE ARTS APPLICATION QUESTIONS

Public engagement questions

- Who will engage with your project? (up to 1000 characters)**
- How will people engage with your project and what experience do you want them to have? (up to 1000 characters)**
- Tell us how you will make sure your project reaches people (up to 1000 characters)**

- Beneficiaries - In numbers: people benefiting from your project**
 - Artists and creatives**
 - Participants**
 - Audience (live)**
 - Audience (broadcast, online, in writing)**

ARTS COUNCIL ENGLAND - GRANTS FOR THE ARTS APPLICATION QUESTIONS

(SEE FINANCE SECTION OF THE APPLICATION FORM)

Finance

Tell us how you have raised, or plan to raise, the income from other sources you have included in the income table (up to 1500 characters)

Expenditure Budget Questions

Tell us how you will manage the budget for this project, and about your previous experience managing budgets (up to 1500 characters)

Tell us how you have worked out the costs in your project budget, including the costs of any purchases (up to 1500 characters)

ARTS COUNCIL ENGLAND - GRANTS FOR THE ARTS APPLICATION QUESTIONS

Management Questions

Tell us about your, and your partners', recent experience in managing similar types of projects (up to 1500 characters)

Planning to Date

Tell us about the planning and preparation you have already done (up to 1500 characters)

Tell us how you plan to monitor the progress of your project and evaluate your outcomes throughout the project (up to 1500 characters)

Look at a budget sheet for a project - eg of the Interplay project.

Finding the match money. May need creatively re-thinking your project.

Charitable funders are similar, main difference is that you need a stronger relevance to their cause, subject matter, social benefit or other purpose.

Crowdfunding and Sponsorship are another subject altogether.

Perhaps think of funding applications for the longer term of your career or personal interest rather than as a one-off?

>> APPLYING FOR COMMISSIONS

- Increasingly difficult success rate because more people are applying for everything post-COVID and funds are more scarce
- Increasingly low paid, but maybe good exposure, networking and support.
- 'Expression of interest' - beware.
- Applying for a commission is like a pitch / proposal, but your idea and project needs to address what they are looking for
- Read carefully what their criteria and priorities are
- Mould your track record and/or CV to fit as best as possible
- Supporting material, examples of previous work and your online profile are very important

THANK YOU!