

# The Arts Council Collection – National partners fund

## Guidance for applicants

Summary of key information	
<p><b>What is the focus of the fund?</b></p>	<p>To mark the 70<sup>th</sup> anniversary of the Arts Council Collection we will invest in three organisations to form a network of galleries and museums, along with the Yorkshire Sculpture Park, to present and curate exhibitions drawn from the Arts Council Collection. The focus of the fund is to increase the number and diversity of people experiencing the Arts Council Collection in England. By working in partnership with the Collection team at the Southbank Centre, the partners will produce innovative exhibitions of the highest quality, as well as engagement activity.</p>
<p><b>Who can apply?</b></p>	<ul style="list-style-type: none"> <li>• organisations which are National portfolio organisations or accredited museums</li> <li>• organisations with the capacity to programme the Arts Council Collection on a year-round basis, with a highly visible presence and preferably within a branded, dedicated gallery space</li> <li>• organisations able to mount eight exhibitions between 1 April 2016 and 31 March 2019, of which the majority will be major exhibitions, preferably</li> </ul>

	<p>occupying a gallery space of at least 150m<sup>2</sup></p> <ul style="list-style-type: none"> <li>• organisations that are based outside Greater London or Yorkshire and the Humber<sup>1</sup></li> <li>• organisations that have modern or contemporary art curators in post</li> <li>• organisations that are not a national museum, unless the organisation was in the 2012-15 Regional Arts Council Collection Partners scheme</li> <li>• organisations that have minimum visit figures of 40,000 people per year</li> <li>• organisations able to meet <a href="#">Arts Council Collection loan standards</a> or able to demonstrate how they would be able to improve facilities in order to meet these using no more than £100,000 of the grant</li> </ul>
<b>When is the deadline for expressions of interest?</b>	12pm (midday) 21 August 2015
<b>When is the deadline for applications?</b>	We will accept full applications from 15 September 2015. The deadline for full applications is 12pm (midday) 22 October 2015.
<b>How much can be applied for per application?</b>	Between £400,000 and £600,000. We expect to make three awards of £200,000 per year over three years.
<b>When must the activity take place?</b>	Activities must start no earlier than 1 April 2016 and end no later than 31 March 2019.
<b>Minimum match funding from other</b>	Applicants must have cash match

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<sup>1</sup> As defined by the Office of National Statistics.

<b>sources</b>	funding from sources other than the Arts Council of at least 10 per cent of the total cash costs of the activity. The 10 per cent of other income can be included in budgets for any of the three years.
<b>Other key eligibility points</b>	Organisations should be able to present a satisfactory <a href="#">UKRG facilities report</a> .
<b>When will we make our decision?</b>	We will aim to reply to expressions of interest no later than 15 September 2015. We will aim to notify applicants who make a full application of our decision no later than 29 January 2016.

Please see [Section three](#) for full eligibility criteria.

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## **Section one – introduction**

### **Welcome**

This guidance gives you information on how to apply for funding for The Arts Council Collection – National partners fund. The fund will establish a network of four museums and galleries, with strong curatorial expertise, to exhibit and respond to the Collection over a three-year period.

### **About Arts Council England**

Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people's lives. We support a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections.

Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2015 and 2018, we plan to invest £1.1 billion of public money from the government and an estimated £700 million from the National Lottery to help create these experiences for as many people as possible across the country.

On behalf of the Department for Education, we are investing over £75 million between 2015 and 2016 in a network of 123 Music education hubs across England.

For more information about the Arts Council visit [www.artscouncil.org.uk](http://www.artscouncil.org.uk)

### **About Arts Council England's strategic funds 2015-18**

Our strategic funds help us to target particular challenges, opportunities or gaps, creating the environment for further development to take place in the arts and culture sector. Ultimately, they help us meet the goals set out in our strategy, [\*Great art and culture for everyone\*](#). Our goals, for reference, are as follows:

**Goal 1:** Excellence is thriving and celebrated in the arts, museums and libraries

**Goal 2:** Everyone has the opportunity to experience and be inspired by the arts, museums and libraries

**Goal 3:** The arts, museums and libraries are resilient and environmentally sustainable

**Goal 4:** The leadership and workforce in the arts, museums and libraries are diverse and appropriately skilled

**Goal 5:** Every child and young person has the opportunity to experience the richness of the arts, museums and libraries

The National partners fund makes a strong contribution to Goal 2.

[The Arts Council Collection](#) is one of the largest national loan collections of modern and contemporary British art. The Collection comprises over 7,500 works and is the most widely circulated loan collection of British post war art. The Collection has no single home but is exhibited in a range of venues in the UK and abroad, including museums, arts venues, higher education institutions, schools and hospitals, as well as at a range of venues that host long-term loans. This activity is administrated by a dedicated Southbank Centre team, led by the Head of the Arts Council Collection. The team has three bases: offices at the Southbank Centre, a London art store and a sculpture base at Longside, Yorkshire Sculpture Park.

For more information about the Arts Council Collection, and to explore its online catalogue please visit [www.artscouncilcollection.org.uk](http://www.artscouncilcollection.org.uk)

## **Section two – purpose of The Arts Council Collection – National partners fund**

### **Aims and outcomes**

The National partners fund will support a programme that will launch in 2016 to mark the 70<sup>th</sup> anniversary of the Arts Council Collection. The Collection has, for many years, played a valued role in supporting galleries around the country through loans, touring exhibitions and curatorial skills. At a time when galleries are under growing pressure to deliver with fewer resources, we wish to use this national collection to add new capacity, to increase the quality of exhibitions, work with children and young people and to reach new audiences.

This new programme builds on the success and learning from a recent pilot project involving several regional galleries. In this new stage, we will use an open and competitive selection process to find three new galleries to join Yorkshire Sculpture Park in a consortium that will host the Arts Council Collection in highly visible, imaginative ways.

To develop public awareness of this major new partnership, the preferred model is that the exhibition programme is featured year-round in a suitably branded gallery space, which could adapt depending on the size of each exhibition. Alternatives to a single space could be proposed if applicants believe there is a more effective way of raising public awareness of the Collection partnership in a year-round manner.

The programme is designed to reinforce existing gallery infrastructure; we will not be looking for new facilities to be created. Given the limited number of awards, we are seeking partners for whom the scheme would make a transformative, long-term impact with the following objectives:

- The Arts Council Collection will enable the partner galleries to increase local stakeholder engagement and make a step change in their regional and national profile.
- Working closely with the Arts Council Collection staff, the national partners will deliver a series of exceptional exhibitions that utilise the collection in creative and exciting ways. It may enable new approaches to participatory engagement – engendering the sense that the Arts Council Collection belongs to everyone.
- The programme will encourage touring and co-commissioning activity between partners.
- The programme will increase the reach of the Arts Council Collection, in particular increasing the number of people engaging with the Collection from lower socio-economic backgrounds and people experiencing the Collection for the first time. During the funding period, partners will increase and diversify their audiences beyond their current reach, using a common approach to evaluation and self-improvement.
- The programme will increase children and young people's engagement with the Arts Council Collection through access to high quality activity in line with the [Arts Council's Quality Principles](#), and by awarding new [Arts Awards](#).

Partners will work together on a joined-up national approach to maximise impact on young people taking part.

- The programme will strengthen the capacity of curatorial and learning departments, including professional skills and development and collaboration.
- The consortium of five partners (including the Southbank Centre and the Yorkshire Sculpture Park) will work closely together on all of the strands above to share learning and seek to maximise this opportunity.
- The programme will increase digital access and online engagement with the Arts Council Collection, in part through a separate investment in the Collection, but also where opportunities may arise for partners to contribute to this area.

The geographical focus is designed to support the Arts Council's intent to ensure that a minimum of 75% of National Lottery funding is committed outside London. For this particular fund, our expectation is that 100% of the fund will be committed outside London.

### **Curatorial approach**

Applicant organisations need to be able to present eight exhibitions using the Arts Council Collection over the duration of the three years. Exhibitions will run for a minimum of eight weeks.

We envisage a combination of approaches in mounting the eight exhibitions, including: 1) receiving an Arts Council Collection touring show that is originated by the central Collection team or by another partner in the national partners network, 2) a partner curator authoring an exhibition with support from, or co-curated by the Arts Council Collection team, and 3) presenting an exhibition curated by an invited guest such as a specialist in the chosen field, a non-arts individual or an artist.

Each exhibition and the exhibition gallery should be clearly branded and marketed as an Arts Council Collection National partners exhibition. We welcome a range of approaches in working with the Collection including monographic exhibitions drawn from the Collection, include loans from other collections, group exhibitions drawn exclusively from the Collection, group exhibitions drawn from both the Collection and the national partners' collections, and exhibitions which use the Collection as a starting point, showing works from other sources or work with living artists or new commissions.



Each national partner is expected to tour at least two of its self-curated exhibitions during the funding period to other national partners, in consultation with the Arts Council Collection. Receiving these exhibitions will be paid for by the recipient gallery. Transport, installation, art handling costs and insurance should be budgeted for and met by the recipient partner.

As part of the full application we are asking applicants to submit initial, three-exhibition proposals. The partnership will work together with the Arts Council Collection to develop the full programme after offers of funding have been made.

Partners will be supported by the Arts Council Collection team at the Southbank Centre to ensure exhibitions, marketing, press, and any publications are in keeping with a consistent national approach. The fund will benefit from a dedicated national partners team based at the Southbank Centre and at Longside, Yorkshire Sculpture Park.

#### **How much funding is available?**

The Arts Council Collection – National partners fund will see an investment of £1.8million over three years. We expect to make three awards to galleries and museums. In addition, the core Arts Council Collection team will provide a central support resource for collections management, touring and curatorial advice. Art handling, conservation, case-making/packing, transport and installation fees (where applicable) will be charged by the Arts Council Collection central team and should be budgeted for. Borrowers will be expected to cover all exhibition related costs including transport, casemaking, framing, essential conservation, installation and courier costs, publications and marketing, artists and external curator's costs, invigilation and maintenance costs.

### Section three – eligibility

Please read the eligibility requirements for the fund carefully. If you do not meet any of these requirements we will be unable to consider your application for funding.

<b>Who can apply?</b>	<ul style="list-style-type: none"><li>• organisations which are National portfolio organisations or accredited museums</li><li>• organisations with the capacity to programme the Arts Council Collection on a year-round basis with a highly visible presence and preferably within a branded, dedicated gallery space</li><li>• organisations able to mount eight exhibitions between 1 April 2016 and 31 March 2019, of which the majority will be major exhibitions, preferably occupying a gallery space of at least 150m<sup>2</sup></li><li>• organisations based outside Greater London or Yorkshire and the Humber<sup>2</sup></li><li>• organisations that have modern or contemporary art curators in post</li><li>• organisations that have minimum visit figures of 40,000 people per year</li><li>• organisations able to meet <a href="#">Arts Council Collection exhibition loan standards</a> or able to demonstrate how they would be able to improve facilities in order to meet these standards using no more than £100,000 of the grant</li></ul>
<b>Who cannot apply?</b>	<ul style="list-style-type: none"><li>• as the scheme is intended to increase the geographic reach of the collection, organisations based in London or Yorkshire are ineligible as the Arts Council Collection already has bases here</li><li>• we are not seeking consortium applications</li></ul>

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<sup>2</sup> As defined by the Office of National Statistics.

	<p>because the scheme is designed to create a five member consortium (including the Arts Council Collection and Yorkshire Sculpture Park) which is considered to be optimal due to the available resources of the central Arts Council Collection team. Applicants may draw in activity partners to support certain elements of their proposals</p> <ul style="list-style-type: none"> <li>• national museums, unless the organisation was in the 2012-15 Regional Arts Council Collection Partners scheme</li> <li>• organisations based outside England</li> <li>• applicants that have submitted another application to this scheme</li> <li>• individuals</li> </ul>
<p><b>What activity can be supported?</b></p>	<p>Your budget should include all project related costs additional to your core costs. For example:</p> <ul style="list-style-type: none"> <li>• costs for project staff including curatorial, educational, audience development and technical</li> <li>• limited improvements to the dedicated exhibition space (no more £100,000)</li> <li>• exhibition design and interpretation</li> <li>• administration including research, travel and invigilation</li> <li>• art handling, conservation, case-making/packing, transport and installation fees</li> <li>• other exhibition overheads including image hire, copyright and license fees</li> <li>• a provision to tour at least two exhibitions to other galleries within the national partners network</li> <li>• exhibition catalogues</li> <li>• marketing, press and events to ensure the activity has a strong impact</li> <li>• activity costs for related learning programmes</li> <li>• digital programme costs</li> </ul>

	<ul style="list-style-type: none"> <li>• evaluation costs</li> </ul>
<b>What activity cannot be funded?</b>	<ul style="list-style-type: none"> <li>• activities that are not related to the arts</li> <li>• activities that do not benefit or engage people in England (in the short or long term) or that do not help artists and arts organisations in England to carry out their work</li> <li>• activities (including buying goods or services) that have started, been bought, ordered or contracted before we make a decision about your application as we cannot fund activity retrospectively</li> <li>• costs that are already paid for by other income including your own funds or any other funding</li> <li>• this fund supports additional activity and is not intended to replace existing core costs</li> </ul>
<b>How much can be applied for per application?</b>	Between £400,000 and up to and including £600,000. We expect to make three awards of £200,000 per year over three years.
<b>How much match funding from sources other than the Arts Council is required?</b>	Applicants must have cash match funding from other sources than the Arts Council of at least 10 per cent of the total cash cost of the activity. The 10 per cent of other income can be included in budgets for any of the three years.
<b>Delivery timetable</b>	Activities must start no earlier than 1 April 2016. Activities must end no later than 31 March 2019. It is hoped that partners will be able to host the first Arts Council Collection exhibition some time in 2016, to coincide with the anniversary year. This could be a touring exhibition.

**Consortia**

We are will not fund consortium applicants, however, applicants can work in partnership with others to deliver identified elements of their programme. Applicant organisations must be able to meet the eligibility criteria for the fund as single organisations.

We will fund three single galleries and museums that will form a partnership with the Arts Council Collection and the other national partners.

## **Section four – what you will be expected to deliver**

We welcome applications that will make a contribution to achieving the aims and outcomes outlined in [Section two](#) above.

Full applications should cover the following points:

### **1. Meeting the brief**

- describe how this programme builds on the vision and purpose of your institution and how the whole organisation will work to ensure success
- tell us how your participation would help you increase local stakeholder engagement and increase your regional and national profile
- outline your plans for hosting the Arts Council Collection in a year-round, highly visible and dynamic way
- evidence a curatorial vision by attaching a proposal outlining initial ideas for three exhibitions which utilise the Arts Council Collection in creative and exciting ways

(While most exhibitions should predominantly feature Collection works, proposals that include works from your own collection along with other creative responses to the Collection are welcomed. Partners will present eight exhibitions between 1 April 2016 and 31 March 2019, of which the majority will be major exhibitions occupying a gallery space of at least 150m<sup>2</sup>. Of the eight exhibitions, the majority will be curated by the venue, and will draw on or respond to the Arts Council Collection, and, if relevant, the host collection. It is envisaged that at least two of these exhibitions will be toured in from other national partners.)

- describe your experience touring or co-commissioning exhibitions and how you would approach this with other partners in the consortium
- explain how you plan to use the Arts Council Collection to attract more visitors, providing your current attendance and estimating new targets (Describe your plans for attracting a wide range of visitors, particularly people from lower socio-economic backgrounds, Black and minority ethnic backgrounds and people aged over 75 years old. You will be able to demonstrate a strong track record in growing diverse audiences including through online engagement. Please attach an audience development plan describing your proposed project activity.)

- outline your ideas for increasing children and young people's engagement with the Arts Council Collection.  
(Highlight your experience in learning and outreach. Explain how you would approach collaborating with the Collection team and other partners on learning and outreach programmes. You might include detail around Arts Award delivery, working with Bridge organisations, supporting schools to achieve an Artsmark and integrating the Quality Principles into your work.)
- show how you will ensure effective partnership working, which will be critical to the success of this programme.  
(All applicants must show a firm commitment to joint working. Your application must demonstrate a strong track record of working in partnership. In addition, please tell us how you would share resources with other partners to maximise the investment.)
- suggest ways your institution could contribute to increasing digital access and online engagement with the Arts Council Collection, as well as with other national partners.  
(Arts Council Collection has an existing website and [a new partnership](#) with the Google Cultural Institute. The Collection will be delivering additional digital activity as part of their work with the National partners fund.)
- describe how you will use and/or improve your building to accommodate and promote the Arts Council Collection, attaching a document with images or plans of the space.

## **2. Management of the activity**

- all applicants must show a firm commitment to joint working and should provide evidence of prior or current partnership working and indicators of success
- detail who will be leading the project and any further staff proposed to join the team
- describe your modern and contemporary art exhibition track record and provide information about the curatorial team in post
- provide information about other members of the delivery team including collection care, learning, digital, marketing and fundraising
- describe the roles of any additional staff who will be employed for the project and attach an organogram of the proposed delivery team

- detail your most successful marketing activity to date and how you would approach marketing as part of the programme
- note any experience and in-house capacity for developing rich online content and building online audiences
- note the physical accessibility of your venue including service for blind and visually impaired people
- note the accessibility of your online presence to all
- tell us how you will evaluate your activity

### **3. Financial viability**

- tell us how you plan to maintain core provision during 2016-19 and how you will ensure that the National partners fund resources do not replace core revenue
- please provide confirmation from the leader of your organisation that an award from the National partners fund will support activity additional to your core activity for the three years of the programme
- detail any other opportunities the programme will offer you to secure income from other sources (earned income, donations etc)
- detail cash support from the applicant organisation and other sources (minimum of 10 per cent cash investment) along with other in-kind support

#### **If successful you will need to:**

- work with the Arts Council Collection team at the Southbank Centre and the other national partners to deliver a consortium evaluation framework, alongside individual partner monitoring and evaluation tools
- sign up to a common approach to audience data collection, deliver audience surveys and provide audience data in a format which is the same as other partners (which you will cover the cost of)
- provide high-quality photography of the activities supported by the fund
- sign up to a partnership agreement with the Arts Council Collection team at the Southbank Centre
- attend two full-day meetings between the time of receiving a conditional offer of funding in January 2016 and activity start in April 2016, whilst



funding and partnership agreements are being negotiated, and programme activity is finalised between partners and the Arts Council Collection team

- agree common programme strands with the other partner galleries including touring coordination and curation, working with children and young people and digital aspects
- discuss and agree charging policy within the partnership for Arts Council Collection exhibitions
- deliver regular reports to Arts Council England and attend regular partner planning meetings
- adhere to Arts Council Collection branding and communications guidelines. (National partners will be expected to brand all project related activity as The Arts Council Collection – National partners fund, or any other brand name that is agreed for the programme. This includes the dedicated exhibition space, published and online material.)

## **Section five – how to apply**

### **Expression of interest stage**

If you believe you have a proposal that meets all of the [eligibility criteria](#) and the criteria described in [Section four](#) of this guidance, please tell us about it by completing the online expression of interest form. The form will give you the opportunity to describe your outline proposal in no more than 600 words.

Please ensure you provide the following information:

- the anticipated overall project cost, including match funding, and the amount you would like to request from us if you are invited to apply
- key points from ‘meeting the brief’ in [Section four](#) above, particularly noting how taking part will enable a step change for your organisation
- detail the gallery space (including square metres) you intend to make available over the life of the fund
- note the names and job titles of gallery staff in post who will manage the programme, and whether other project staff would be taken on
- provide your annual visit figures and visitor targets for activities in the life of the programme

**Expressions of interest must be submitted by 12pm (midday) on Friday 21 August 2015.**

If we think that your proposal could make a significant contribution to the [aims and outcomes of this fund](#), we will inform you of our decision by email **by Tuesday 15 September 2015**. We are unable to give feedback or engage in a discussion about why your expression of interest is not being taken forward.

If you are invited to make an application you will have **just over 5 weeks** in which to develop your full application and the mandatory supporting documents required, as detailed in this guidance document. We will accept full applications from **15 September 2015**. The deadline for applications is **12pm (midday) on Thursday 22 October 2015**.

As well as the eligibility criteria, if you are a National portfolio organisation or Major partner museum we will also take your current performance into account when deciding whether or not to invite an application.

## Making an application

### When to apply

The online expression of interest form will open on **Thursday 16 July 2015**. Expressions of interest must be submitted by **12pm (midday) on Friday 21 August 2015**. The online application form portal for full applications will open on **Tuesday 15 September 2015**. Applications must be submitted by **12pm (midday) on Thursday 22 October 2015**. Applications submitted after this time will not be considered.

### Application process following expression of interest

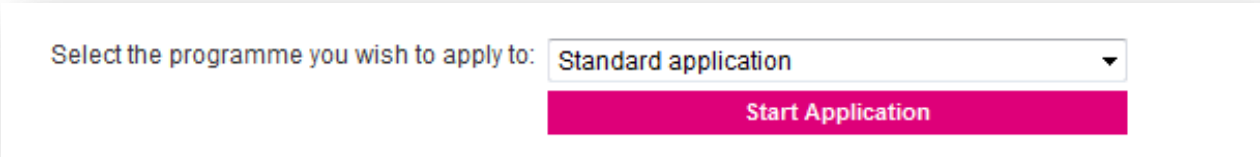
#### 1. Read this guidance carefully and contact us

This guidance gives you information on how to apply and answers some common questions. If you have any further questions you can contact our Customer Services team at [enquiries@artscouncil.org.uk](mailto:enquiries@artscouncil.org.uk)

#### 2. Prepare and submit your proposal

You must apply through our [online application portal](#) using the **Standard application form**:

- i. Once you have logged in (or created a new user account if you have not used the online portal before) you will see the welcome screen. On this screen, select 'Standard application' from the dropdown list:



Select the programme you wish to apply to:  ▼

[Start Application](#)

- ii. When you press 'Start Application', you will be taken to the Eligibility Check section where you should select the name of this fund from the dropdown list:

## Eligibility Check

### Eligibility questions - Section 1

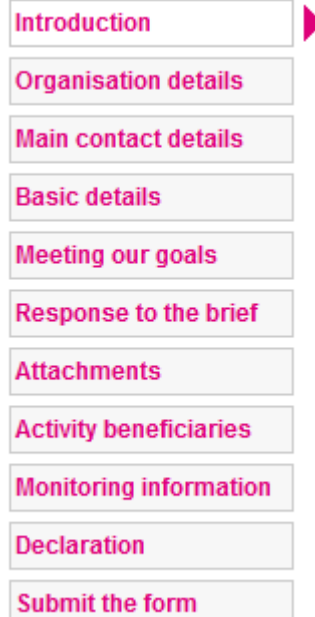
The following questions are to check your application against some basic criteria.

\* Which strategic programme are you applying for?

- iii. When you have completed the eligibility check you will be taken to the full application form which includes questions about your organisation and the activity you are applying for, and a section called 'Response to the brief', which gives you space to provide a full proposal for your activity. There is also a section where you can upload the mandatory attachments, and any other supporting information.

#### iv. Proposal

The proposal can be a maximum of 9,000 words, divided into three sections: 'Meeting the brief' (3,000 words), 'Governance and management of activity' (3,000 words) and 'Financial viability' (3,000 words). You do not need to use the full word count if you do not feel it is necessary. Use the criteria/prompts in [Section six](#) of this guidance to help you structure your proposal.



A vertical list of form sections, each in a light grey box with pink text. The sections are: Introduction, Organisation details, Main contact details, Basic details, Meeting our goals, Response to the brief, Attachments, Activity beneficiaries, Monitoring information, Declaration, and Submit the form. The 'Introduction' section is highlighted with a pink arrow pointing to the right.

## v. Attachments

**You must upload the following mandatory attachments on the 'Attachments' screen:**

- a detailed budget for the activity showing proposed income and expenditure as an Excel sheet or similar  
(Suggested headings to include are as follows: staff, exhibition costs, touring costs, publication, administration, capital improvements to the space, learning costs, marketing, digital activity, evaluation, travel and research.)
- an exhibitions proposal for three shows
- a work plan for proposed project, including milestones and key review dates
- a [UKRG facilities report](#)
- confirmation from the leader of your organisation that an award from the National partners fund will support activity additional to your core programme for the three years of the project
- an audience development plan for this project setting out who intend to engage with and how, and a summary of information you hold about your existing audiences
- financial statements for your previous financial year, prepared to the relevant legal standard for an organisation of your size and status (non-National portfolio organisations or Major partner museums only)
- your latest management accounts (non-National portfolio organisations or Major partner museums only)
- your governance documents (non-National portfolio organisations or Major partner museums only)
- images of the proposed gallery space
- an organogram of the proposed delivery team

***You may also upload the following optional attachments:***

- any other single relevant attachment up to a maximum of five pages in length

The combined limit on file size for all the attachments taken together is **10 megabytes**.

We will use the information you give us in your application form and any attachments to decide whether we will offer you a grant. If your application does not contain the information we need in the format we ask for it to be in, we might not be able to consider your application. After you have read this guidance, if you have any further questions please contact us.

### **Assistance with your application**

We are committed to being open and accessible, and want to make The Arts Council Collection – National partners fund application process accessible to everyone.

If you experience any barriers within the application process or require help to make an application, our enquiries team can be contacted by:

- telephone: 0845 300 6200
- text phone: +44(0)161 934 4428
- email: [enquiries@artscouncil.org.uk](mailto:enquiries@artscouncil.org.uk)

Arts Council Collection staff can discuss with you their current holdings and loan standards. They are not in a position to advise applicants on making an application, or the process.

### **After you submit your application**

You will receive an acknowledgement email confirming that we have received your application. This will be sent to the email address which you used to log into the portal. The email will include a PDF copy of your application for your reference.

We will conduct an eligibility check within ten working days of the deadline for applications. If your application is not eligible, this means that we cannot process it any further and it will not be considered for funding. If your application is not eligible we will write to you to let you know, and will explain our decision.

## **Section six – how we will make our decision**

We will check your application to ensure that you have provided all the information we have requested.

Arts Council England will work closely with the Arts Council Collection team at the Southbank Centre throughout the life of this programme. The Southbank Centre will support Arts Council England during the fund's application and decision process, in an advisory role.

We will aim to notify applicants of our decision no later than 29 January 2016.

Conditional offers will be subject to further negotiation to develop your funding offer letter, and will be in line with the partnership agreement you will make with the Southbank Centre.

We will make our decision based on the information you provide in your application, any further information that we request and, where relevant, data and information from the Charity Commission and Companies House websites relating to your constitution and audited accounts from the past two years.

Each criterion ('Meeting the brief', 'Governance and management of the activity', and 'Financial viability') will be assessed using a five-point word scoring:

- **Not met**  
The application does not meet the criteria.
- **Potential**  
The application does not meet the criteria but shows potential to do so.
- **Met**  
The application meets the criteria.
- **Met (strong)**  
The application meets the criteria and shows strong qualities.
- **Met (outstanding)**  
The application meets the criteria and shows outstanding qualities.

On the basis of these ratings we will recommend whether an application is suitable for funding. Applications that do not achieve at least 'met' under all three criteria will not be recommended for funding.

We will assess each application against the following criteria, using the assessment prompts below:

<b>Criteria</b>
<p><b>Meeting the brief</b> Weighting: 50 per cent Word count: up to 3,000 words</p> <ul style="list-style-type: none"><li>• clear and convincing plans to deliver on the fund's <a href="#">aims and outcomes</a> and all the elements of <a href="#">what you will be expected to deliver – meeting the brief</a>, as described in this guidance</li><li>• a convincing account of the impact on the organisation</li><li>• strong strategic fit with the applicant's other activity</li><li>• activity that builds on and does not duplicate activity funded by other Arts Council grants</li></ul>
<p><b>Management of the activity</b> Weighting: 25 per cent Word count: up to 3,000 words</p> <ul style="list-style-type: none"><li>• feasibility of workplan</li><li>• demonstration of skill and capacity to deliver the proposed programme</li><li>• robust plans for resourcing the activity effectively</li><li>• clear and convincing plans to deliver on all the elements of <a href="#">what you will be expected to deliver – management of the activity</a>, as described in this guidance</li></ul>
<p><b>Financial viability</b> Weighting: 25 per cent Word count: up to 3,000 words</p> <ul style="list-style-type: none"><li>• financial viability of the applicant and of the project</li><li>• demonstration of appropriateness of proposed budget</li><li>• evidence of support from applicant organisation and other sources as cash investment and in-kind support</li><li>• clear and convincing plans to deliver all the elements of <a href="#">what you will be expected to deliver – financial viability</a>, as described in this guidance</li></ul>



In assessing the application we will also consider these balancing criteria:

1. geographic spread
2. a balanced portfolio of museums and galleries that demonstrate the ability to programme exhibitions across the whole of the funded period
3. the range and type of galleries and museums to join the scheme
4. a good mix of complementary strengths in programming across the consortium in terms of curatorial and digital innovation, developing audiences, contributing to the creative case and work with children and young people
5. a good mix of approaches in reaching audiences from lower socio-economic backgrounds

These balancing criteria will be used in addition to the main criteria to ensure a good spread of funded projects according to each balancing criterion, and to differentiate between a number of proposals that are considered strong.

### **Decision-making**

Once we have scored your application and a recommendation has been made whether to fund it, we will make our decision. To do this we will consider how strongly your activity scored against our criteria and the balancing criteria outlined above. We will also consider your activity alongside other applications to the fund.

### **Complaints procedure**

If you are not happy with the way we have dealt with your application, please contact us and we will discuss this with you. If you are still unhappy, you can ask us for a copy of our complaints procedure.

Details can be found in [Making a complaint](#), which is available on our website, [www.artscouncil.org.uk](http://www.artscouncil.org.uk), by contacting our enquiries team by email at [enquiries@artscouncil.org.uk](mailto:enquiries@artscouncil.org.uk) or by phoning 0845 300 6200.

Please note that you can only complain if you believe we have not followed our published procedures when assessing your application. You cannot appeal against the decision.

## **Section eight – Freedom of Information Act**

The Arts Council is committed to being as open as possible. We believe that the public has a right to know how we spend public funds and how we make our funding decisions.

We are also listed as a public authority under the Freedom of Information Act 2000. By law, we may have to provide your application documents and information about our assessment to any member of the public who asks for them under the Freedom of Information Act 2000.

We may not release those parts of the documents which are covered by one or more of the exemptions under the act. Please see the Freedom of Information website at [www.ico.gov.uk](http://www.ico.gov.uk) for information about freedom of information generally and the exemptions.

We will not release any information about applications during the assessment period, as this may interfere with the decision-making process.

### **Contact us**

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