



**WORCESTERSHIRE COUNTY COUNCIL  
COUNTY ARTS SERVICE  
Strategic Revenue Grants 2012/13**

**GUIDELINES AND CRITERIA. Please refer to the application form.**

**Strategic Revenue Grants** will be made to organisations which use professional artists to produce or present work, and for this purpose maintain a substantial arts venue, festival or have a regular presence in Worcestershire.

**Ineligible applicants**

- Organisations who share out profits to members or share holders.
- Projects that take place completely out of the County of Worcestershire.
- Students for payment towards course work.
- Schools unless the application is made by the school's Parent and Teachers Association
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**Guidance Note 1 - Legal status**

Please tell your legal status. For example: Registered charity, Unincorporated Association, Company Limited by Guarantee etc. Please note you do need to have a bank account with two signatories.

**Guidance Note 2 - About your organisation**

**We want to know:**

- Who you are?
- What kind of work you do?
- What art forms do you work in?
- Who are your target audience/participants?

**Have you received money from Worcestershire County Council Grant Schemes before?**

**We want to know:**

What money you have received from the county before including grants from the arts service and other departments

### **Guidance Note 3 – Your Proposal**

Please tell us what you plan to use the money for. We would expect to see a detailed proposal in terms of how you plan to use the money. We can pay for elements of on-going running costs of your organisation but the proposal will be strengthened if it is linked to an activity that without this funding you would not be able to do. We would also like to see evidence of how the funding can lead to longer term sustainability.

#### **We want to know:**

- What you are planning to do and why?
- How you are planning to do this?
- When is this going to take place?
- What is the evidence of need?
- How many people will benefit from your activity as a participant or audience member?
- How are you going to manage the work?
- How you plan to work with artists and their role?
- How will funding this activity make a difference to meeting your organisation's aims and objectives?
- What will be the legacy of your work?
- If you are applying for more than one year – we want to know why this is the case and what developments there will be from one year to another.

### **Guidance Note 4 – Fulfilling the criteria**

**The priorities for the Worcestershire arts strategy are as follows:**

**Please note you only need to highlight a minimum of one priority and from that priority one objective.**

#### **Priority One**

- 1) To make the arts in Worcestershire as accessible as possible; to as many people as possible:***

**The three objectives are:**

- a) Support the development of enhanced promotion and publicity;

- b) Facilitating audience development; and
- c) Working on ways to minimise barriers to attendance and participation

## **Priority Two**

### ***2) To build capacity in the arts sector in Worcestershire***

#### **The three objectives are:**

- a) Supporting the development and provision of appropriate continuing professional development opportunities for artists/arts organisations;
- b) Exploring with the sector, opportunities and approaches to long term financial health; and
- c) Facilitating collaboration and networking between organisations and individuals.

## **Priority Three**

### ***3) To develop art forms in Worcestershire***

#### **The three objectives are:**

- a) Supporting quality provision;
- b) Developing the range and choice of provision; and
- c) Exploring the needs of the visual arts.

## **Priority Four**

### ***4) To develop physical spaces for the arts in Worcestershire***

#### **The three objectives are:**

- a) Maximising the use of existing spaces;
- b) Promoting wider use of non-arts spaces for arts activity; and
- c) Exploring the development of a landmark project for Worcestershire.

## **Guidance Note 5 – Fulfilling the criteria**

**Please note you only need to highlight a minimum of one priority and from that priority one objective.**

How does your work relate to the priorities laid out in the Worcestershire's Corporate Plan. These are:

- **Open for Business**

This includes work that will increase the skills base within organisations, bring economic prosperity to towns and villages, create new opportunities for people to gain employment.

- **Meeting the needs of children and young people**

This includes keeping children healthy and safe; that they enjoy and achieve; that they make a positive contribution and that they benefit from economic well being

- **A better environment**

This includes work that will cover environmental issues such as green house emissions, investigate recycling and protect and improvement of Worcestershire's green environment.

- **Economic Success**

This includes increasing the number of visitors to Worcestershire, improving skills base for the people of Worcestershire, accessing economic benefits.

- **Improving health and well being**

This includes improvement of the quality of life for older people, reduction of health inequalities, improved understanding of those people with mental health issues.

## **Guidance Note 6 – Measuring and evaluating your work.**

### **Measuring and evaluation of your project is important to us.**

Measuring change and the evaluation of your project is important to us.

We would like to know what you have done prior to the application to show the work is needed (describe what it is you are hoping to change or affect) and how you have developed the idea. If the work involves working with groups and partners describe how they have been involved in this and provide evidence of their engagement.

We would like to know of the techniques you are planning to use to gather information about the impacts and progress of the work, how you will get feedback from the project to know it's been a success, and how often this information may be collected throughout the project. This might include questionnaires to audience members/participants, meeting discussions with partners, focus group discussions, photos, video and audio recording of the work. Please describe how you will collect this information, analyse and report on it. You should use a mixture of quantitative (e.g. counting participants, counting the types of participants, counting the number and type of different sessions) and qualitative techniques (e.g. the stories that are told by participants about what impact there has been as a result of their participation).

The information you collect will enable us to see how the arts grants make a difference. This could be economically and/or socially. Economic indicators could include:

Increased Ticket Sales	Total Increase (£) Percentage Increase %
Increased Other Income (e.g. paid-for activities)	Total increase (£) Percentage Increase %
Increased number of Staff and volunteers	(Number of new staff/jobs created) Number of new volunteers
Staff Training and Development	(Number of sessions) Number of people trained Number and type of qualifications gained
Participant Training And Development	(Number of sessions) Number of people trained Number and type of qualifications gained

**Social Indicators could include:**

Increased number of Participants taking part in activities	(Total Number of) Number of participants by age Number of participants by ethnic group
Targeted groups taking part	(Number of)
Participants/audiences Reporting enjoyment	(Number of plus qualitative feedback)
Participants/audiences Reporting improved Feelings of well being	(Number of plus qualitative feedback)
Increased volunteering opportunities	(Number of plus qualitative feedback)
Participants/audiences Reporting improved Opportunities for participation	(Number of plus qualitative feedback)
Increased demand for activities	(Number of plus qualitative feedback)
Participants/audiences reporting progression to other activities	(Number of plus qualitative feedback)

**Guidance Note 7 – Projected budget**

If you are applying for more than one year please clearly show expenditure and income over this period. You may send a more customised version of the budget form but if you do please include all the budget items listed.

**Referee**

Your referee must sign this form. We may ask your referee for information on your application.

**Sending the form off**

Please ensure you sign and date the form by **Friday 3<sup>rd</sup> February 2012 at 1pm.**

You can attach further information such as business plan. If we need further information we will ask that from you. It is hoped to have a decision made by Friday March 18<sup>th</sup>