Annual Programming Grants

April 2013 to March 2014

Assessment Criteria and Application Form Guidance Notes

- The purpose of Annual Programming Grants is to assist with the costs of artistic programmes. This funding stream is not intended to provide support for core or ongoing operating / administrative costs.

- All applications must be submitted online. Applications, together with supporting documentation, must arrive at the Arts Council no later than **5.30pm on Thursday 11 October 2012.**

- Late applications will **not** be accepted.

Criteria for assessing applications (for funding in the period 1 April 2013 – 31 March 2014)

The criteria the Arts Council will use in assessing applications under the Annual Programming Grants (APG) for the period **1 April 2013 – 31 March 2014** consist of three elements. Each of these will be taken into account in making funding decisions.

1. The artistic quality of the proposal
2. How well the applicant organisation is managed
3. Arts Council strategic priorities

Given that, for 2013 and beyond, it is clear that the resources available to the Council to support the APG programme will be reduced and, in any event, will not match the level of funding sought by participating organisations, it is important to note that the Council will have to prioritise its support on the basis of these criteria.

1 Criteria for Assessing Artistic Quality[1]

The Arts Council will use the following headings as a guide when assessing artistic quality:

- Originality
- Ambition
- Connection
- Technical Competence
- Personal Response

The definition of artistic quality proposed here is work which is both ambitious and original, is technically competent, connects to people, and leaves them challenged or rewarded in some lasting way.

We do not consider this to be necessarily complete, nor do these headings represent a 'formula' for saying what is 'good' or 'bad' art. Assessment of artistic quality still needs to be made by *people* using judgement and experience. The headings are a guide to enable assessment of artistic quality to be discussed.

[1] These headings have been drawn from a careful and detailed consideration of how to assess artistic quality undertaken by the Arts Council in 2000, with the assistance of F. Matarasso. For more detail on this, please see http://www.artscouncil.ie/publications/matarassoweighingpoetry.doc.

2 Criteria for assessing how well applicant organisations are managed

In addition to artistic criteria, the Arts Council will also take into account other aspects of the work of each applicant organisation. In general terms, this refers to the operational basis of the organisation, i.e. how well it is run. Where appropriate, consideration will be given to:

- Track record of achievement in the arts
- Appropriate, functioning and effective governance structures
- Management of resources
    - appropriate levels of forward planning
    - good resource management
    - managerial and financial control
    - ability and flexibility in procuring and managing resources, whether earned or unearned
    - on-going monitoring and evaluation procedures
- Artists and audiences
    - good employment practice and reasonable pay for artists and other employees
    - providing appropriate supports to audiences (including care, information provision and level of engagement)
    - high standards of service and/or programme delivery
    - effective management of building-related issues to ensure provision of best quality facilities for use by artists and/ or the public

3 Arts Council Strategic Priorities

The broad strategic context within which applications will be assessed by the Arts Council is set out in the Council's strategic overview document *Developing the Arts in Ireland: Arts Council strategic overview 2011-2013* which can be read online at http://www.artscouncil.ie/en/arts_in_ireland.aspx.

MAKING YOUR APPLICATION VIA ONLINE SERVICES

Applications for the Annual Programming Grants programme must be submitted through the Arts Council online services system at http://onlineservices.artscouncil.ie

The deadline for applications is **5.30pm on Thursday 11 October 2012.**

Technical requirements
In order to submit your application, please check that your computer's operating system and internet browser meet the following requirements:

	Operating system	**Internet browser**
PC	Windows XP or higher	Internet Explorer 7.0 or higher OR Firefox 2.0 or higher
Mac	Mac OS X v10.5 Leopard or higher	Safari 3.1 or higher OR Firefox 2.0 or higher

If you have any questions or concerns about meeting the technical requirements, please contact us at onlineservices@artscouncil.ie as early as possible.

How to create and submit your online application

How to create and submit your online application

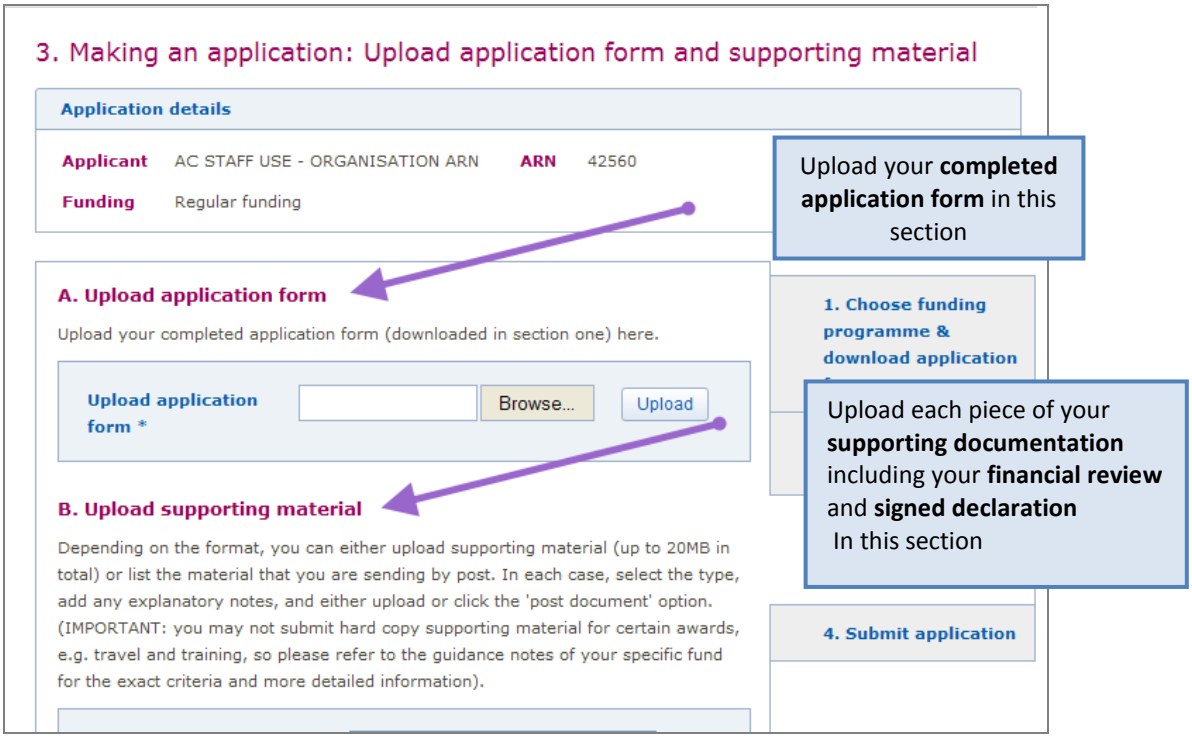
1. Log in to your organisation's online services account at http://onlineservices.artscouncil.ie
2. Check that your organisation's profile information is up-to-date
3. Download the Annual Programming Grant application form
4. Download the guidance notes and financial review template
5. Follow the prompts and fill in the required fields on screen
6. Upload your completed application form
7. Upload your supporting documentation:
    a. Completed financial review template
    b. Signed and scanned declaration form
    c. Any additional relevant documentation
8. Review your application
9. Hit the submit button (we will not receive your application until you click submit)

Important

- You must **click submit** for your application to be received by the Arts Council.
- Once submitted your application cannot be amended. Do not submit your application until you are completely satisfied.

Application elements
Your complete Annual Programming application consists of **three** elements:

	Element	Description	How to submit	Further information
1.	**On screen information**	This includes summary financial information and detailed income and expenditure data	Enter data on screen in section 2	See guidance notes for section C1 of application form
2.	**Application form**	You must use the application form downloaded in section 1 of online services	Upload in section 3A (see below)	See 'Application form' section of guidance notes
3.	**Supporting documentation** **Mandatory**	You ***must*** provide: • A completed Financial Review template AND • A signed declaration form • Any other required documentation that has not already been provided	Upload in section 3B Scan and upload in section 3B Upload in section 3B	See guidance notes on sections C and D of application form See guidance notes on Section D below
	Additional	• You ***may*** provide additional supporting documentation	Upload in section 3B	See below



Supporting documentation

Supporting documentation requirements:

- The total limit for uploaded supporting documentation (including mandatory documents) is **20MB**
- The file types that can be uploaded are:
  - text files - .rtf/.doc/.docx/.txt
  - Adobe Reader files - .pdf
  - spreadsheets .xls/.xlsx
  - image files - .jpg/.gif/.tiff/.png
  - sound files - .wav/.mp3/.m4a
  - video files - Quicktime/.avi/.mov/.mp4

Please note:

- You must **upload** all supporting documentation through online services along with your application.
- You cannot amend or change a submitted application so ensure that you have uploaded all mandatory and additional supporting material **before** you click the submit button to send the application to us.
- Supporting documentation submitted by email/fax/post will not be considered.
- Your application including support material must be submitted by **5.30pm on Thursday 11 October 2012.**

Application Form Guidance Notes

1. Introduction

This guide is intended to help you complete the sections contained in the Annual Programming Grant application form for April 2013 – March 2014.

You should note that these guidelines are only intended to inform you how to complete the application form. The broad strategic context within which this application will be assessed by the Arts Council is set out in the Council's strategic overview document *Developing the Arts in Ireland: Arts Council strategic overview 2011-2013* which can be read online at http://www.artscouncil.ie/en/arts_in_ireland.aspx.

The Arts Council will use the information you provide in this form to gain an understanding of your organisation and those activities for which you are seeking funding in that period. The Arts Council may also use some of this information for other purposes, for example, to update our database or to assist in building a stronger case for government funding of the arts.

2. How to complete the application form

The form has four parts, all of which must be completed.

Section A:	**ORGANISATION DETAILS** This section collects information about your organisation, your board of directors and staff. This information is in addition to the organisation profile information that is maintained by you through online services.
Section B:	**ARTISTIC PLANS AND ACTIVITIES** This section collects information about your organisation's aims and objectives and the plans for the 12 month period (April 2013 – March 2014) along with details of your activities in the previous 12 month period (April 2012 – March 2013).
Section C:	**FINANCIAL INFORMATION** This section collects information about the financial profile of your organisation, including projected income and expenditure for those activities for which you are seeking funding from April 2013 to March 2014.
Section D:	**DECLARATION** This section verifies that the board of your organisation has formally signed off on the application.

- The deadline for receipt of applications is **5.30pm on Thursday 11 October 2012.** Late applications will not be accepted.

- Please note that applications will **only** be accepted ***online*** through the online services website https://onlineservices.artscouncil.ie.

Word limits
In particular sections we have given an indication of the amount of text we would expect you to provide. This is intended as guidance and while we ask that you would not exceed this

limit you are not required to meet it either. For example, if the section word limit is 250 words but you feel that you can complete the section in 200 words, please do so.

Please be advised that you may complete each section in bullet point or list format in order to help you stay within word limits.

3. Content of the application form

The following notes will help you complete each section of the form. Remember that your responses will assist us by providing the information we require when considering your application for funding. For this reason, it is important that the information you provide is as concise as possible.

4. Freedom of Information

The information you provide in your funding application will be treated confidentially. However, the Arts Council, like most public bodies in Ireland, is subject to the Freedom of Information Act. Therefore, any member of the public, now or in the future, is entitled to seek any written materials held by the Council which are not explicitly excluded under the provisions of the Act. To familiarise yourself with the provisions of the Act, see http://www.foi.gov.ie. To view the Arts Council's Freedom of Information policies, see http://www.artscouncil.ie.

Section A: APPLICANT DETAILS

Section A of the application form requests some basic information about your organisation.

A.4 Board of Directors/Governing Body

In this section you are asked to provide the Arts Council with information regarding the various competencies and expertise available to your organisation at board level. For example, one of your directors or governors may be a chartered accountant. Another may have experience as an arts practitioner or administrator. Someone else may have a marketing or finance background. The 'Appointing Body' should be the body or organisation who appointed the board member to your board – if the board member was not appointed by an outside body, leave it blank.

For example:

Name (Chairperson first)	**Appointing body**	**Area of expertise**	**Term of office From (mm/yyyy) To (mm/yyyy)**	
Joe Smith	Local Authority	Chartered Accountant	12/2005	12/2009

A.5 Staff

This part of the application form collects information about the people working in your organisation.

Core staff are salaried staff specific to the ongoing operation and administration of your organisation

Costs of staff should include total remuneration including PRSI and employer's pension contributions.

If staff are retained for a particular project or for a short period, do not include as core staff but include in the next section.

Non-core staff: Artistic

For example, freelance artistic staff such as editors / directors / curators / performers / designers etc

Non-core staff: Non-artistic

For example, freelance non-artistic staff such as technicians etc

Section B: ARTISTIC PLANS AND ACTIVITIES

The main purpose of this section of the form is to provide the Arts Council with more detailed information about your organisation's past activities and future plans.

B.1 Administration and Activities in the period 1 April 2012 – 31 March 2013

The Arts Council takes your performance over the period 1 April 2012 – 31 March 2013 into account when assessing your application for 2013 / 2014.

In the table provided, please list the activities your organisation undertook over the period April 2012 – March 2013.

Core Costs

You should begin with core activities, i.e. those activities which are integral to the maintaining of the organisation before adding the costs of programming and other activities. For example, core costs would include salaries to core staff, rent, communications and utility costs, and general marketing and audience development costs as appropriate. However, contract staff and direct advertising/marketing costs for a production or presentation would go under activity costs.

Programme of Activities

In this section you should include only those activities for which you used Arts Council support.

Within your description of each activity (each production, exhibition, reading, event, workshop, residency, artists' support programme, publication etc) you should consider including information under the following headings, where they are relevant. These headings have been included to assist you but they may not cover everything. Please feel free to describe activities which do not fit comfortably under these headings.

1. The title of the activity where appropriate
2. Name of key artists
3. Venue for activity.
4. Number of artists involved.
5. Has your organisation previously undertaken this activity?
6. Is the work the outcome of a commission?
7. Number of presentations of each activity
8. Information about your target audience/participants.
9. Information about any planned collaboration with other organisations and/or individuals.

The column called *"Income from sources other than Arts Council"* should include box-office / sales income, as well as grant-aid from bodies other than the Arts Council, sponsorship and fees where relevant.

The fourth column seeks information in relation to your actual audience/viewers (or readership/sales in the case of publishers) or number of participants or beneficiaries from your organisation's programmes, events, publications etc in 2012/2013. When completing this section please ensure the following:

- to specify whether audience or participants
- to provide the actual numbers of people engaged as audiences/participants, not % capacities or other measures
- to exclude web figures, unless they relate to a web specific project
- in the case of publications, please provide information on the actual copies sold, not the number of copies printed.

Note: As part of a rollout of new systems for collecting information on audiences and participants, please note that it is important to take care to provide data on your audiences and/or participants that is accurate and verifiable as it is intended that this data will be used to establish and subsequently review year on year trends in relation to your organisation's work.

The bottom row of the table is for the totals. **It is important that you complete this section**.

B.2 Administration and Activities in the coming 12 months (1 April 2013 – 31 March 2014)

This section asked for details of your organisation's programme of work for 2013-2014.

Please note that you need include only those activities for which you are seeking direct funding support from the Arts Council, and which are appropriate to APG support. However, you may include details of other activities if you wish.

Core Costs
As with your activities in the previous year, you should begin with administration and management core costs.

Programme of Activities
You should then list the activities in order of priority; i.e. begin with the activities you feel are the most firm and developed, and then move on to activities which might be dropped in the event that all of the funding required is not achieved (either from the Arts Council or other sources). You should also give a brief description of each activity. Within your description of each activity (each production, exhibition, reading, event, workshop, residency, artists' support programme, publication etc) you should consider including information under the headings provided, where they are relevant.

Touring
Please outline separately where you are planning touring as part of the programme of work for which you are seeking funding. This touring as part of your organisation's core activity should not include any touring activity for which support has been granted or will be sought under the Arts Council's *Touring and Dissemination of Work Scheme*.

The following headings have been included to assist you but they may not cover everything. Please feel free to describe activities which do not fit comfortably under these headings.

1. The title of the activity where appropriate
2. Name of key artists
3. Venue(s) for activity
4. Number of artists involved
5. Has your organisation previously undertaken this activity?
6. Is the work the outcome of a commission?
7. Number of presentations of each activity

8. Information about your target audience/participants
9. Information about any planned collaboration with other organisations and/or individuals

In the event that you don't know the full details of any activity at the time of filling out the application, please give as many details as you know, and include as accurate budget estimates as you can. Please be as realistic as possible in terms of costs and incomes. You still need to cost each proposed activity, even if it is only at the planning stage.

You should also include any activities which are important to your organisation's plans (such as, for example, market research, sponsorship getting, fundraising, training), but for which you do not actually require direct Arts Council support. In these cases, the amount of funding from other sources should equal the total proposed cost of the activity, and the amount of Arts Council funding required should read "€0". This will help the Arts Council to understand the totality of your organisation's planned activities, even where no direct Arts Council support is required.

Please add further rows if you need to.

In the columns next to the description of each activity are four boxes. The first is the total proposed cost of the activity described; the second is the amount of funding which will be contributed to that activity by your organisation from sources other than Arts Council funding (e.g. box-office, sponsorships, other grants, sales, etc.); the third box is the amount you require from the Arts Council to execute that proposed activity. *Please note that the sum of the amounts in the second and third boxes should equal the amount in the first box in each case.*

The fourth column is for your anticipated audience/viewers (or readership/sales in the case of publishers) or number of participants or beneficiaries from programmes or events you are proposing to organise. When completing this section please ensure the following:

- to specify whether audience or participants
- to provide the actual numbers of people engaged as audiences/participants, not % capacities or other measures
- to exclude web figures, unless they relate to a web specific project
- in the case of publications, please provide information on the anticipated copies sold, not the number of copies printed

Note: As part of a rollout of new systems for collecting information on audiences and participants, please note that it is important to take care to provide data on your audiences and/or participants that is accurate and verifiable as it is intended that this data will be used to establish and subsequently review year on year trends in relation to your organisation's work.

The bottom row of the table is for the totals. This should add up, in order, to the total amount required for your core costs and activities, the total amount of funding from other sources, the total amount requested from the Arts Council, and the total target audiences/participants. The third amount is the amount you are requesting, and should be the same as the amount requested in the budget template which you will be asked to fill out online through the online services system. **It is important that you complete this section**.

Finally, you should consider including information relating to the Arts Council's strategic overview document *Developing the Arts in Ireland: Arts Council strategic overview 2011-2013* and to the priorities within your specific art form or arts practice area, as set out in the Arts Council policy and strategy documents relating to your area of practice all of which can be read online at http://www.artscouncil.ie/en/arts_in_ireland.aspx.

B.3 Marketing/Audiences

In preparing your programme for 2013-2014, the Arts Council would like to know what your plans for reaching audiences are. For example, have you considered the following:

- Target audiences and/or projected audience engagement numbers
- The development of a marketing plan
- Method of collection of audience information

Where possible, we would like you to include some numerical information, e.g. percentage increases.

B.4 Additional Information

Please provide any additional information on aspects of your organisation's plans, which have not been covered elsewhere in this application form.

Some examples of additional information might include:

- Changes to your artistic, managerial or operational activities
- Major capital development
- Partnerships with other organisations and projects funded from other sources.

Section C Financial information

Organisations applying for Annual Programming Grants (APG) are **required** to provide financial information in **3** ways:

(i) By completing the financial section of the online application on-screen

(ii) By completing Section C of the main application form

(iii) By providing information on the recent financial history of your organisation in the financial review template– this template is downloadable via online services (an example of this template is provided below)

(i) Financial section of the online application service

This requires you to provide a summary of essential information relating to your organisation's income and expenditure under a given set of headings. The headings are necessarily generic in nature as they are intended to accommodate the varying needs of a broad range of arts organisations.

Screen 2a 'Application amount requested' requires you to provide summary financial information in three boxes:

- Amount requested: this is the amount of funding you are requesting for the 12 month period 1 April 2013 to 31 March 2014.
- Total income: this is the estimated total income for the 12 month period, *inclusive of the amount requested*
- Total expenditure: this is the total estimated expenditure for the 12 month period. While in most cases this figure will equate to the total income figure, there is no expectation that this must be so in every case (for instance, you may be planning to generate an operating surplus for a particular purpose, such as reducing a carried forward deficit).

In screen 2b, more detailed income and expenditure information is sought on three separate tabs, each covering a different period:

- *actual figures for 2011*: these figures should tally with your audited accounts for that year)
- *expected figures for 1 April 2012 – 31 March 2013:* these figures should reflect the forecast outturn in your most recent management accounts
- *estimated figures for 1 April 2013 – 31 March 2014:* these figures should reflect your budgeted income and expenditure based on the plans outlined in your proposal.

The following table provides a guide to the type of information sought under each heading.
Guide to financial information sought via online services

INCOME ITEM DESCRIPTION	
Artistic	Amount of money that the organisation receives from its artistic activities; for example, box office takings, publication sales, gallery sales/commissions, workshops and seminars
Non-artistic	Amount of money that the organisation receives from its non-artistic activities; for example, facility or equipment rental
Arts Council grant	Principal funding under an Arts Council grant programme, received in 1 January 2011- 31 March 2012 and 1 April 2012-31 March 2012, and requested for 1 April 2013 – 31 March 2014
Other Arts Council funding	Such as received under a separate award or scheme
Local Authority grant	Local Authority grant received in 2011, 2012 and requested for 2013
Other public funding - national	Public funding from other national bodies (e.g. FÁS, Government Departments)
Other public funding - international	Public funding from international bodies (e.g. EU sources)
Sponsorship, donation and awards	Funding obtained from a business, usually in return for publicity
Value of support-in-kind	Goods or services that are donated and not paid for; for example, volunteer time
Other income	Any other income that does not fall into the above categories
TOTAL INCOME	The total amount of money earned by the organisation including support-in-kind

EXPENDITURE ITEM DESCRIPTION	
Programme costs	Artistic costs associated with producing your organisation's programme; for example artists' and directors' fees, costume, sets, information provision, etc
Core costs	Costs associated with the on-going, day-to-day running of the organisation, e.g. core staff
Core costs (administration)	Office costs
Core costs (building, facilities, energy)	Rent, hire, utilities, building maintenance
Core costs (marketing/PR)	Expenditure on publicity and promotional material; for example publicity website, flyers, etc
Value of support-in-kind	Goods or services that are donated and not paid for; for example, volunteer time
Other costs	Any other revenue that does not fall into the above categories
TOTAL EXPENDITURE	The total amount of money paid out by the organisation including support-in-kind

(ii) Completing the financial section of the application

Section C of the main application form seeks to gather some additional information about your organisation's finances as follows:

C1. Surplus/Deficit

This section seeks information on any anticipated surplus/deficit within your organisation

C2. Additional Information

This section seeks an indication of any exceptional sources of funding and/or exceptional costs which your organisation expects in 2013

(iii) Recent financial history of your organisation

Please download the Financial Review template via online services. This template should be completed and uploaded as a supporting document via along with your application via online services. A copy of the template is provided below for reference purposes.

In relation to **2009-2011**, the information provided should be drawn from or modelled on the figures in your organisation's audited accounts. In the case of 2012 an estimate should be provided based on the most recent management accounts.

The purpose of this information is to provide us with a succinct summary of your organisation's overall financial position.

(continued) Financial Review Template

	Estimate €'s 2012	Actual €'s 2011	Actual €'s 2010	Actual €'s 2009
Turnover / Total Income				
Arts Council's Grant				
Total Expenditure				
Net Profit / (Loss)				
Total Cash & Bank Loans				
Net Current Assets				
Net Assets				
Total Staff Numbers				
Period end date				

Definitions
Actual- *as per audited accounts*
Estimate- *forecast for 2012*
Total Expenditure-*include direct costs & overheads*
Total Cash & Bank Loans- *Declare net cash position (cash at bank - bank loans)*
Net Current Assets - *total current assets less total current liabilities.*
Net assets- *total assets less total liabilities*
Total Staff Numbers- *average number of employees employed during year*
Period end date-*The organisation's financial year end (xx/xx/xxxx)*

Section D: DECLARATION

This part of the form **must** be signed by the relevant members of your organisation in order to validate your application.

You are also **required** to verify the audience/participation figures provided in your application.

You must also include the following supporting material with your completed application:

- Management accounts for the current financial year
- Production budgets or other relevant financial information
- Child protection policies and procedures (if you have not already submitted them or if you are a first time applicant).
- Animal Welfare policy if you are presenting work with animals (if you have not already submitted it or if you are a first time applicant)

  All organisations seeking funding for work with children and young people are required to have their own policies and procedures around the protection and welfare of children and young people. If your organisation seeks funding for programmes or projects involving working with children and/or young people (and you have not sent in your Child Protection policy and procedures with a previous application) you must enclose a copy of your policy and procedures around the protection and welfare of children and young people.

  All organisations seeking funding for work with live animals are required to have their own policies and procedures around the protection and welfare of animals. If your organisation seeks funding for programmes or projects involving working with animals (and you have not sent in your Animal Welfare policy and procedures with a previous application) you must enclose a copy of your policy and procedures around the protection and welfare of animals (NOTE: you MUST have an animal welfare policy in place, even if you are working with animals on a once-off or exceptional basis).