

Festivals Investment Scheme

Guidelines for Applicants

Funding Band C (applications up to €20,001–€35,000)

Round 1 – For festivals taking place from 1 January to 30 June 2020

Deadline: 5.30pm, Thursday 9 May 2019

Festivals Investment Scheme: application checklist

Use the checklists below to make sure that your application is complete.

Items that are mandatory for all applications (as outlined in section 1.9 below)

-
- I have filled in all of the sections of the application form that are relevant to our application.
-

Items that are mandatory for certain applications (check those that apply to your application)

-
- The Arts Council requires all individuals and organisations providing services (e.g. cultural, recreational, educational) to children and young people under the age of eighteen to have suitable child-protection policies and procedures in place. When making an application, you must indicate whether or not your proposal is relevant to this age group. If you answer ‘Yes’ to this question in the application form and your application is successful, as a condition of funding you will be required to confirm and demonstrate that you have suitable child-protection policies and procedures in place. Please see www.tusla.ie for more information.
- Our proposal involves working with animals, and we have submitted a copy of our *Animal Welfare Protection Policies and Procedures* with this application.
-

Other items that I consider relevant to our application (check those that apply to your application)

-
- I have prepared additional supporting material that I believe is relevant to our application (as outlined in section 1.9 below), and have this ready to upload.
- My proposal involves working with vulnerable persons, and I have submitted an acknowledgement that I adhere to the *National Policy & Procedures on Safeguarding Vulnerable Persons at Risk of Abuse* at www.hse.ie
-

Second opinion (check this item)

-
- I have asked someone else to check over our application to make sure there are no errors and that nothing is missing.
-

Getting help with your application

- If you have a technical query about using the Online Services website, you can email onlineservices@artscouncil.ie.
- Answers to common questions about using Online Services are available in the FAQ section on the Arts Council website at: http://www.artscouncil.ie/en/fundInfo/funding_faqs.aspx
- To watch our YouTube guide on making an application, go to <http://www.youtube.com/artscouncil demos>
- If you require assistance with the content of your application, call the Arts Council on 01 6180200 or email smallfestivals@artscouncil.ie
- The Arts Council makes every effort to provide reasonable accommodation for people with disabilities who wish to submit an application or who have difficulties in accessing Online Services. If you have a requirement in this area, please contact the Arts Council access officer, Adrienne Martin, by phone (01 6180219) or by email (adrienne.martin@artscouncil.ie) at least three weeks in advance of the deadline day.

Important scheme note

Choosing the correct band for the Festivals Investment Scheme (FIS)

There are three bands in the Festivals Investment Scheme and each one is designed to support festivals at different stages of their development. You may apply to only one of the three bands available per calendar year, and you may choose the one most suitable for your festival organisation. Those operating:

- A small festival, a new festival wanting to test new ideas, a festival that is in the early stages of development or a festival without a formal business structure should consider applying to BAND A
- A small to mid-scale festival that is seeking to build capacity in a particular artform area or wishes to develop strategies for public engagement should consider applying to BAND B
- A mid-scale festival with a formal organisational/business structure that is strategically led and wishes to develop its capacity in the area of artform development (e.g. co-commissioning, producing, etc.) should consider applying to BAND C.

It is further advised that the following applicants should speak with their FIS assessment team before making an application:

- New applicants to the scheme
- Festival organisations intending to apply to Band B or Band C for the first time
- A festival previously supported through Band A wishing to apply to Band B or C
- A festival previously supported through Band B wishing to apply to Band C.

Note:

BAND TRANSFERS

If applying to the higher bands (B or C), applications may be moved into a lower band (if eligible):

- If there is not sufficient evidence in the application for the band under which you applied
- The funding requested is below the financial support available in that band.

Applications do not move into higher bands under any circumstances.

BAND AWARDS

Funding offered may be less than the band minimum limit due to the competitive context of the scheme. The Arts Council also reserves the right to award less in circumstances where it considers the information provided to match a lower band of investment than the one in which your organisation applied.

1. About the Festivals Investment Scheme, Band C

1.1 Deadline for submission of applications

All applications must be made using the Arts Council's Online Services.

The deadline for receipt of applications is:

5.30pm, Thursday 9 May 2019

1.2 The purpose of the scheme

The purpose of the Festivals Investment Scheme (FIS) is to provide festivals with the appropriate supports to deliver quality arts experiences for audiences, to contribute to the development of artform practices, to creatively and imaginatively engage audiences, and to increase opportunities for public engagement.

Festivals are key producers and presenters of the arts, and are critical for engaging large and diverse audiences and broadening public access to the arts. They provide vital platforms and opportunities for artists to develop their practice, and often showcase the arts in new and challenging ways in conventional as well as non-arts spaces.

Festivals play a distinctive role in developing a vibrant and sustainable arts profile at a local level. They offer important opportunities for artists and audiences to interact in what is often a celebratory context. That context can be shaped by elements such as the locality, the sense of community and the commitment of those who organise the event, and, of course, by the energy, talent and vision underpinning the artistic activities that are presented. In this regard, the Arts Council acknowledges the valuable contribution made by voluntary committees in developing and sustaining festivals.

The Festivals Investment Scheme is a competitive scheme that offers funding to support the staging of festivals on a **non-recurring basis**. It is important to note that funding under this programme is offered on a **once-off basis**.

Priorities of the scheme

Priority will be given to proposals that:

- Demonstrate a commitment and the capacity to maximise **public engagement** through participation and audience attendance
- Express an overarching artistic vision that resonates with the nature of the proposed activities and demonstrates **artistic excellence**
- Demonstrates sound and effective festival and financial management, a track record of excellence, and delivery to a high standard, ensuring the project proposed is **feasible**.
- Show evidence of a commitment to the Arts Council's **Festival objectives/priorities** (see section 1.3)
- Show evidence of a commitment to the Arts Council's **Artform objectives/priorities** (see section 1.4).

The Festivals Investment Scheme **will take account of the regional and local spread** of arts activity, and may prioritise festivals taking place in areas where relatively little arts activity currently occurs over those that are already served by arts activity, including the work of other organisations in receipt of Arts Council funding.

Proposals that are linked events (e.g. a quarterly or monthly music or literature series), programmes primarily focused on the delivery of workshops series, summer schools, on-going classes or one-off events, etc. **will not be prioritised** for funding unless the beneficial impact upon the artform/arts practice is clearly articulated by the applicant.

All awards and schemes are informed by the Arts Council's ten-year strategy (2016–25), *Making Great Art Work: Leading the Development of the Arts in Ireland* (<http://www.artscouncil.ie/arts-council-strategy/>).

1.3 Objectives and priorities relating to festivals

We will prioritise applications that:

- Demonstrate a high level of integration with local resources, and produce evidence of supports from a diverse range of partners
- Show an understanding of the context/place the festival is being presented in, and evidence of value to the immediate community
- Clearly show that their programme is engaged with, and relevant to, the local community
- Demonstrate an awareness of artists living in the region, and how the festival is working to support their development
- Demonstrate strategies for strong public engagement with, and broad access to, audiences, locally and regionally.

1.4 Objectives and priorities relating to single artforms/arts practices

Priority will be given to proposals that meet the Art's Council general artform priorities and those specific to particular artforms/arts practices (as listed).

General artform priorities

We will prioritise applications that:

- Demonstrate high artistic quality and vision (artists and programme)
- Demonstrate a commitment to either artistic collaboration, co-production, commissioning, a testing ground for new-work creation, development of artform or artists
- Support the development of individual artforms/arts practices and develop capacity among artists and practitioners.

Individual artforms priorities

Architecture

In **Architecture**, we will prioritise applications that:

- Clearly articulate an understanding of mediating architecture programmes to the public, and aim to develop the public's understanding of architecture beyond the traditional architect/client relationship.

Arts Participation

In **Arts Participation**, we will prioritise applications that:

- Include the creation and/or presentation of artistically ambitious work developed through a collaborative process between an artist and community of interest
- Promote an intercultural approach, and provide opportunities for artistic collaboration between individuals and groups from different cultural backgrounds in the context of the Arts Council's policy on *Cultural Diversity and the Arts* (2010) (<http://bit.ly/1FpGRsr>).

Applicants must include a clear description of those involved (artist and community), and a rationale and methodologies for engagement with participants and audience (as relevant).

Circus, Street Arts and Spectacle

In **Circus, Street Arts and Spectacle**, we will prioritise applications that:

- Have a strong focus on public engagement and present high-quality elements of cross-disciplinary collaboration
- Are developed in collaboration with local authorities and/or formal organisations with an established track record in the delivery of arts services and/or artistic programmes (e.g. venues, resource organisations, production companies, etc.).

Dance

In **Dance**, we will prioritise applications that:

- Demonstrate the capacity to contribute to broader artform development in relation to the production and dissemination of Irish-based work.

Film

In **Film**, we will prioritise applications that:

- Present unique opportunities for audiences to access cultural cinema
- Complement rather than duplicate other film activity.

Literature

In **Literature**, we will prioritise applications that:

- Programme contemporary literature events in ambitious and imaginative ways
- Focus on developing readership for contemporary literature
- Demonstrate fair and equitable remuneration for participating writers and artists
- Work with booksellers and/or libraries.

Music

In **Music**, we will prioritise applications that:

- Provide a sustained benefit to the musical life of local and regional audiences
- Appropriately feature Irish music.

Multidisciplinary Arts (MDA)

For **Multidisciplinary Arts** festivals, we will prioritise applications that:

- Have imaginative approaches to programming across artforms/arts practices and encourage creative risk taking (this might include developing new programming strands for your festival, supporting new arts initiatives, providing opportunities for artists from different artforms to collaborate, testing new ideas)
- Include the creation and/or presentation of artistically ambitious work developed through a collaborative process between an artist and the local community
- Demonstrate a commitment to programming arts in public spaces/public realm.

Opera

In **Opera**, we will prioritise applications that:

- Focus on the presentation of opera to local and regional audiences
- Appropriately feature Irish opera.

Theatre

In **Theatre**, we will prioritise applications that:

- Seek to push the boundaries of theatre in terms of experimentation and innovation
- Develop the artform of theatre; this might be in the context of interdisciplinary performance work and non-narrative-based approaches to theatre-making and presentation
- Seek to create theatre events in off-site and non-conventional spaces.

Traditional Arts

In **Traditional Arts**, we will prioritise applications that:

- Emphasise the importance of a prevailing regional focus as part of festival programming
- Focus on the presentation of new performances and collaborations
- Provide opportunities for children and young people to participate in the artistic programme.

Visual Arts

In **Visual Arts**, we will prioritise applications that:

- Clearly show an understanding of how to mediate the visual arts to people with a non-specialist knowledge of the artform.

Young People, Children and Education (YPCE)

In **YPCE**, we will prioritise applications that:

- Have a particular commitment to, or focus on, children or young people's engagement with quality arts experiences
- Demonstrate a knowledge and understanding of the targeted age group(s), and include strategies for developing and improving young people's personal engagement with the arts
- Include strategies to ensure children and young people from socially and/or culturally diverse backgrounds can participate in the festival
- Provide opportunities for children and young people to participate in and inform the planning and/or evaluation of the artistic programme.

1.5 Who is eligible to apply under Band C?

The Festivals Investment Scheme Round 1 is open to organisations promoting **festivals** with a clear artistic purpose and which will take place **between January and June 2020**.

To be eligible to apply under Band C:

- Must ensure that the primary festival activity is delivered in the Republic of Ireland
- Have been established for a minimum of five years and executed five consecutive festival programmes (these do not need to be Arts Council-funded)
- An organisation may make only one application under the Festivals Investment Scheme in a year (i.e. one application in one band per calendar year).

Who is the applicant?

The applicant is the organisation that will receive any funding offered and that will be required to accept the terms and conditions of that funding.

Any funding offered will only be paid into a bank account held in the name of the applicant organisation.

All documentation provided must be in the name of the applicant organisation – e.g. if you apply to the Arts Council for funding under the name Newtown Arts Festival Committee, then all documentation, including bank and tax details, must be in that name.

1.6 Who is not eligible to apply?

Organisations that are not eligible to apply under the scheme include the following:

- Organisations whose proposed activities would be better suited to another Arts Council funding scheme
- Commercial organisations that share out profits to members
- Organisations based abroad; however, applicants based in the Republic of Ireland may collaborate with an organisation based abroad
- Organisations where the dominant element of the programme is competitive in nature.
- Organisations in receipt of Strategic Funding (including multi-annual support), Partnership Funding or Venues Funding
- Organisations that have applied to Arts Grant Funding 2020 to undertake the same programme of activity
- Organisations whose proposed festival activity takes place as part of a festival supported by the Arts Council's Strategic Funding programme.

1.7 What may you apply for?

The maximum amount that may be awarded to a successful applicant is:

€35,000

You may apply for funding in relation to costs that your festival expects to incur. These might include:

- Artists' fees (including performance fees)
- Venue-rental costs
- Staff costs (e.g. administrative, technical and front-of-house support directly related to the festival)
- Audience development – activity carried out with the objective of developing ongoing relationships with current and new audiences
- Marketing and publicity costs
- Technical and production costs
- Travel costs and expenses for artists.

In addition to the normal limits stated above, the Arts Council will also consider costs specifically related to the making of work by artists with disabilities. If you wish to apply for additional funding on this basis, you should provide information with your application outlining what these additional costs are.

How much funding may you apply for?

The maximum amount of funding you may request is the difference between the **proposed expenditure** and the **proposed income** you indicate in the budget. This figure should be no lower than €20,001 and no higher than the band limit of €35,000.

(If you are seeking funding between €7,001 and €20,000 you should fill out the Band B application. If you are seeking funding lower than €7,000, you should fill out the Band A application).

- Proposed expenditure should include all artists' fees, travel costs, venue hire, technical costs, promotion and publicity costs, administrative costs, etc. It **should not** include benefit in kind (BIK)
- Proposed income should include what you expect to receive from other funders, box-office receipts, programme sales, etc. It **should not** include benefit in kind (BIK).

Note on benefit in-kind support

If you expect to receive benefit-in-kind support, you need to put a financial value on it so that the contribution it makes to the real value of your proposal is clear. **This should be entered in section 5.5 of the Band C application only.**

Time contributed by directors or board members may not be reckoned as a benefit-in-kind cost.

You are asked to indicate income, expenditure and amount requested at two stages during your application:

- Online, when you initiate the application (this should NOT include benefit in kind)
- In section 5 of the application form.

Make sure that the totals are the same on both; and make sure that the amount requested equals TOTAL EXPENDITURE minus TOTAL INCOME.

1.8 What may you not apply for?

Activities and costs that you may not apply for include the following:

- Activities that are not arts-related – e.g. events relating to heritage or crafts, those that are primarily commercial, food fairs or sporting events
- Training programmes for individuals or programmes taking place in a formal education setting where the activity does not engage with the local community
- Activities that have already taken place or that will have commenced before a decision is made on your application
- Activities undertaken for charity-fundraising purposes, for participation in a competition, or for primarily profit-making purposes
- Once-off academic conferences or symposia with no wider public benefit
- Festivals taking place outside of the Republic of Ireland unless the primary benefit of the festival is delivered in the Republic of Ireland
- Capital costs, such as the purchasing of equipment.
- Competitive events

1.9 What supporting material must you submit with your application?

In addition to, and separate from, your application form, in order to be considered eligible for assessment for funding under the Festivals Investment Scheme, you **must** submit the following mandatory supporting material online:

MANDATORY

- Letters of support. This is evidence of:
 - Any partnership with artists or arts organisations, schools or community groups, local organisations or venues
 - Financial support/sponsorship identified in the proposal budget.

The letters of support can be a memorandum of understanding, a letter of offer, a written statement of support, or a similar document. Documents provided must be for your proposed programme for 2020. We will not accept documentation that relates to a previous festival project.

Note: in preparing your letters of support you should consider providing these from a variety of stakeholders that best reflect and demonstrate the festival's range of partnerships. You may provide a maximum of ten letters in one document.

- Brochures or programmes of your most recent festival as an uploaded document (**links to websites are not accepted**). See section 2.3 for acceptable file formats.
- A detailed budget setting out income and expenditure for the **proposed programme for 2020**; this must be submitted as a separate document (i.e. a spreadsheet) and **in addition** to the budgetary information contained within the application.

Note: in preparing a detailed budget you should provide how you have calculated your expenditure and your income – e.g. *If one of your events is projected to earn €4,000, this might be expressed as 400 tickets x €10 per ticket = €4000. These types of calculations should be used for each line of your budget in order to provide greater detail for the person assessing your application.*

MANDATORY IF APPLICABLE

- If your proposal involves working with animals, you must provide a copy of your *Animal Welfare Protection Policies and Procedures*.

IMPORTANT: if you do not submit the mandatory supporting material, your application will be deemed ineligible.

2. Making your application

2.1 Register with the Arts Council's Online Services

All applications must be made through the Arts Council's Online Services; applications made in any other way (by post, fax or email) will not be accepted.

You must have an Online Services account to make an application. If you do not already have an Online Services account, sign up by filling out the registration form here:

<https://onlineservices.artscouncil.ie/register.aspx>.

You must use OpenOffice Writer version 4.0.1 or earlier.

Within five working days you will be issued (via email) with a unique ARN (artist reference number) and password that you can use to sign in to Online Services.

Requirements for using Online Services

Your computer and Internet browser will need to meet the following requirements to use Online Services successfully:

PC Windows 7 or higher
with
Internet Explorer 8.0 or higher OR Firefox 27 or higher OR Chrome 33 or higher

Mac Mac OS X v10.5 Leopard or higher
with
Safari 3.1 or Safari 10 OR Firefox 27 or higher OR Chrome 32 or higher
Note: if Safari 11 prevents upload of documents, use Firefox or Chrome.

Please note: You will also need to have Microsoft Word or OpenOffice Writer installed to complete the application form. OpenOffice Writer is free software that can be downloaded from here:

<http://www.openoffice.org>. **You must use OpenOffice Writer version 4.0.1 or earlier.**

More recent versions of OpenOffice Writer than 4.0.1 have resulted in problems with the appearance of application forms when they are submitted through online services.

Please refer to the Arts Council video *Using OpenOffice to download, complete and upload the application form* at <https://www.youtube.com/user/ArtsCouncilDemos>.

Apple Mac users should take note of the section that deals with the issue of downloading version 4.0.1 on Macs that have the latest versions of Mac OS installed.

If you cannot meet, or do not understand, any of these requirements, please contact us for advice as far as possible in advance of the deadline.

Give yourself enough time to complete the application

You should become familiar with the Online Services website well in advance of the deadline and in advance of preparing an application. It is likely that there will be heavy traffic on the site on the final afternoon of the closing date. You should prepare your application and submit it well in advance of the deadline.

Upload times can be much longer than download times. It may take you longer than you think to upload your supporting materials.

Technical support

If you need technical support while making an online application, you can contact the Arts Council by emailing onlineservices@artscouncil.ie or by phoning 01 6180200. We recommend you report any technical issues with us well in advance of the deadline. Please provide a contact phone number and make sure that you are available to receive a return call from us.

We deal with queries on a first-come first-served basis.

Please note that there is often a high volume of calls as the deadline approaches, and that technical-support calls received after **2.30pm on the closing date** may not be resolved before the deadline.

2.2 Fill in the application form

If you have not already done so, download the application form for the award you wish to apply for. The application form is a Microsoft Word/OpenOffice Writer-compatible document that you fill in offline (on your own computer). The application form includes guidance on how to fill in each of its sections.

Making your case

In order to make the very best case for why you should receive funding, you should give very careful consideration to what you include in the following sections of the application form:

Section 2: Your organisation

2.2 Track record

What you write here lets us know about the quality of your previous festival work. It should include an evaluation of your last festival, any learning or outcomes, any legacy for the local community, any relevant statistics. If you are applying for a new festival, we would expect to see the track record of the proposed festival team.

Please refer to section **1.2 Priorities and objectives of the scheme**

2.3 Who's involved in your project

Please provide us with as much information as possible to give a full picture about those artists and organisations taking part in your festival, as well as those managing the project.

If your list is extensive, you may need to continue this on a separate sheet and upload this with your supporting materials.

Section 3: Your proposal

3.2 Summary of your proposal

Give a summary of your proposal (up to three short points).

3.3 Details of your proposal

What you write here is a key part of your application, and should help those involved in assessing your proposal to understand the full scope of what you want to do, how and why.

Your proposed programme is a detailed account of the events/activities you want to achieve, and you should outline how this programme relates to your artistic policy – i.e. the rationale and vision for your festival.

Your proposed programme may not be fully realised if you are at the very early stages of planning. If this is the case we would expect you to provide an indication of the types of projects/programmes you intend to present. You should ensure that this relates to the rationale and vision for your festival.

3.4 Festival objectives

Outline here how you intend to meet the objectives and priorities for festivals.

Please refer to section **1.3 Objectives and priorities relating to festivals**

3.5 Artform objectives

Outline here how you intend to meet the objectives and priorities for artform/art practices.

Please refer to section **1.4 Objectives and priorities relating to single artforms/arts practices**

Outline here how your proposal demonstrates a commitment to either

3.6 Artistic leadership

artistic collaboration, co-production, commissioning, new-work creation, development of artform or artists. Provide evidence of how this work is to feature in your proposed programme.

Section 4: Stakeholders

4.1 Beneficiaries

Please supply verifiable figures from your last festival in 2019* and estimate realistic targets for your 2020 festival (these might include box-office records, sales, attendance records).

** If your festival has not taken place yet in 2019, please provide estimates instead*

Beneficiary types

- **'Artists'** are understood to be the creators, performers, presenters and facilitators of arts activity
- **'Participants'** are understood to be those who take part in an activity rather than lead it – e.g. those who take part in a community activity, (e.g. a street parade) or who volunteer to support your festival activities. They are distinct from audiences.
- **'Audiences (live)'** are understood to be attendees, visitors, readers, listeners, viewers and learners.

(Audience engagement excludes responses that are solely to marketing stimuli – e.g. visits to a website, signing up for a mailing list.)

4.2 Results of your activity

Please supply figures from your last festivals in 2018 and 2019* and targets for your 2020 festival.

** If your festival has not taken place yet in 2019, please provide estimates instead.*

Activity types

- To calculate employment for artists in days, this should be the number of artists multiplied by the days engaged
 - To calculate the number of performances or exhibition days, this should be the number of events multiplied by each day the event is on – e.g. two exhibitions running for a full week would be 2 x 7 days = 14 total exhibition days
 - To calculate the number of sessions for education, training or participation, one session is understood to be anything of up to three hours.
-

4.3 Local-authority support

Please briefly outline how your festival programme fits with your local-authority's arts-plan priorities (where appropriate).

You may:

- Outline any ongoing relationships you may have with your local authority that you believe strengthens your proposal.
 - Outline any supports you may receive from your local authority towards your festival activity.
-

Section 5: Finances

5.1 Expenditure related to your application

This section is for you to list your cash expenditure only. This is all the items your organisation will pay for in order to ensure your festival activity takes place.

Once all the items of expenditure are listed, they should be totaled at the bottom of the page.

You should **not** list benefits in kind (BIK) in this section. They should be listed separately in section 5.5

Please refer to section **1.7 What you may apply for**

5.2 Income related to your application

This section is for you to list your cash income only. This is the cash income your organisation will receive to ensure your festival activity takes place.

Once all the income items are listed, they should be totaled at the bottom of the page.

What you should include:

If your festival has recorded surplus from a previous programme and you intend to use this for your proposed festival, please ensure this is listed.

What you should NOT include:

You should **not** list benefits in kind (BIK) in this section. They should be listed separately in section 5.5

Please refer to section **1.7 What you may apply for**

5.3 How much you are requesting from the Arts Council

Make sure that the amount requested equals TOTAL EXPENDITURE minus TOTAL INCOME.

The amount of funding you may request should be no lower than €20,001 and no higher than the band limit of €35,000.

(If you are seeking funding between €7,001 and €20,000, you should fill out the Band B application. If you are seeking funding lower than €7,000, you should fill out the Band A application.)

Please refer to section **1.7 What you may apply for**

5.4 Breakdown of request

Make sure you itemise how the moneys you are requesting from the Arts Council will be spent.

The items should be added together, and the total should match the figure you entered in section 5.3 of the application form.

Please refer to section **1.7 What you may apply for**

5.5 Benefits in kind

In this table you should list your benefits in kind (BIK). A benefit in kind is defined as any payable service that is provided free of charge. This could be volunteering time, providing equipment, services or venues and spaces.

The items should be added together and totaled.

If you are calculating the cash equivalent of volunteering time, you should apply a rate of €22 per hour per volunteer.

5.6 Artists' fees

In this section you should briefly outline how you have estimated the fees you pay to your artists and any advice you have sought in relation to fees or rates of pay.

Section 6: Project management

6.1 Organisation and delivery

What you write here should help those assessing your application to understand your experience in project delivery and the feasibility of your proposal.

In order to provide us with a clear understanding of how your festival is managed – e.g. you might outline your management structure, the function of any management committees, who is responsible for which aspects of festival delivery, or how the festival is staffed.

6.2 Activity plan

Your activity plan should include milestone planning and delivery dates.

You might have milestone dates for programme, marketing, licensing, road closures, operations, or finance, for example, which, when listed, create a plan of activity and timeline for your festival project.

You should outline your festival operational plan in this section.

Please refer to section **1.2 Priorities and objectives of the scheme**

6.3 Evaluation

In this section you should provide brief details on how you will evaluate your festival activity.

This might be how you collect data on your audiences and artists, the visitor experience of your festival, or the success of your programme.

You might also outline how this evaluation will inform the development of your festival in the future.

Sections 7–12: PART TWO

THE FESTIVAL DEVELOPMENT PLAN

7–12 Festival Development Plan

The Festival Development Plan is an essential document that underpins your application. It asks you to provide information in a structured way, setting out a plan of action for your organisation. This plan should support the proposal you are making in your application.

The development plan should be focused on your organisation’s priorities and policies, and your application on your festival project.

The development plan is for providing an overview of the organisation’s policy and longer-term objectives, and the application form is for a focused review of recent festival work and proposed festival work for the coming year.

In the development plan we ask you to provide us with:

- The purpose and aims of your organisation
- Your policies (that underpin good festival practice: artistic, public engagement, marketing and PR, and fundraising)
- Financial management (including your estimated figures for 2020)
- Stakeholder planning (which includes partnerships plans and governance development)
- An appraisal of organisational risk management.

The completed plan should help those involved in assessing your application to understand the full scope of what you do and the principles underpinning your activities. It will give your organisation the opportunity to provide details on areas identified in our assessment criteria.

Note: guidance notes, which will help you fill out this part of the form, (sections 7-12) are contained underneath each question in the application form. This describes what you should consider when answering each question.

Please refer to section **3.3 Criteria for the assessment of applications**

2.3 Prepare any supporting material required for the application

You are required to include mandatory additional supporting material with your application for funding under the Festivals Investment Scheme. See section **1.9 What supporting material must you submit with your application?**

All such supporting material must be submitted online. So, if necessary, you should scan or save material in electronic format.

Acceptable file formats

The following table lists file formats that are acceptable as part of an application.

File type	File extension
text files	.rtf/.doc/.docx/.txt

image files	.jpg/.gif/.tiff/.png
sound files	.wav/.mp3/.m4a
video files	.avi/.mov/.mp4
spreadsheets	.xls/.xlsx
Adobe Acrobat Reader files	.pdf

For convenience, gather together all the files you need in an accessible location on your computer.

Submitting YouTube links

You may provide links to material hosted on YouTube (www.youtube.com) instead of uploading the material directly. To do this, copy the URL (the full address of where your material is hosted on YouTube) into a Microsoft Word or OpenOffice Writer document and upload it as a weblink-supporting document.

Please note: any links you provide must be for YouTube. Links to other hosting sites will not be viewed.

Check that the link works from within the document you upload – i.e. that it links correctly to your material on YouTube.

If you do not wish material you upload to YouTube for the purposes of your application to be publicly viewable, you can flag your video as 'unlisted' in its settings.

Naming files appropriately

Give all files that you intend to upload filenames that make it clear what they contain or represent – e.g. it should be clear from the filename whether the document is a CV, a sample text or a review of previous work.

Please submit artistic material and other supporting documents (including budget and CVs) in separate, appropriately named files.

Good filenames for an application from Newtown Arts Festival	newtown festival application.doc
	newtown performance clip.mp4
	newtown draft festival budget.xls
	newtown Child Protection Policy.docx
	newtown youtube link.doc

The total combined limit for all supporting material uploaded with a single application is **40MB**.

2.4 Make your application online

To make your application online, you go through four main stages. Click **Save draft** at the end of each stage. You can come back to your application and revise it at any time before you finally submit it.

1. Choose funding programme and download application form

To start a new application, click the **Make an application** button on your home page, and follow the prompts to choose the funding programme you wish to apply for and to give your application a unique reference by which to identify it. At this stage you can also download the application form (if you have not already done so).

2. Request funding amount

At this stage, specify the expenditure and income related to your proposal, and the amount of funding you are requesting. The amount you request should equal **total expenditure** minus **total income**. The final figures you enter here should be the same as those you enter in section 5 of the application form.

3. Upload application form and supporting material

Follow the prompts to upload your filled-in and saved application form, brochures, letters of support, budget template and any other required supporting materials (see section **1.9 What supporting material must you**

submit with your application?). You do not have to upload everything at the same time. You can save your application as a draft, and come back to it later.

4. Submit application

When you are satisfied that you have uploaded everything you need to support your application, click **Submit**.

You should expect to receive two emails. The first will be issued immediately your application is received by the Arts Council. The second may arrive a few minutes later, and will contain your application number, which will be used in all correspondence related to this application. **Note:** it is important that you contact onlineservices@artscouncil.ie if you **do not** receive the second confirmation email containing the application number.

3. Processing and assessment of applications

3.1 Overview

The Arts Council considers all applications, makes decisions and communicates these to applicants in accordance with set procedures. The aim is to ensure that the system for making awards is fair and transparent.

3.2 The assessment process

All applications received are processed by the Arts Council as follows:

- 1 The application is acknowledged.
- 2 The application is checked for eligibility – all eligible applications then progress to the assessment stage.
- 3 Adviser(s) and/or staff make a written assessment of the application, which is then scored by the executive.
- 4 The executive recommends an application is shortlisted or not shortlisted based on the score
- 5 The executive reviews all applications and recommendations, and makes decisions.
- 6 Decisions are communicated in writing to applicants.
- 7 Decisions are noted by Council.

Time frame

The Arts Council endeavours to assess applications as quickly as possible, but the volume of applications and the rigorous assessment process means that it may take up to twelve weeks from closing date to decision.

3.3 Criteria for the assessment of applications

Applications are assessed in a competitive context and with consideration of the application form and the supporting materials submitted. All applications are assessed against the following criteria (priorities of the scheme):

- a) Public engagement
- b) Artistic merit
- c) Feasibility
- d) Festival priorities
- e) Artform priorities

Each of these criteria is described in turn.

While applicants may choose other artforms/arts practices that are relevant to their application, the assessment will be undertaken by the team specific to the chosen primary artform (where appropriate), and which may, in certain instances, ask for a secondary assessment from another team.

a) Public engagement

The assessment of public engagement focuses on:

- The commitment and capacity to build audiences and opportunities for members of the public to attend arts events
- The quality of engagement for the public as audience members, readers, listeners, attendees or other consumers
- The quality of engagement for the public as participants/collaborators in art activities or events.

b) Artistic merit

The assessment of artistic merit focuses on the previous practice of participating artists, as well as on the nature of the proposed activity, and will include consideration of:

- The quality of the idea and the proposed arts activity as outlined in the application form
- The artform/arts-practice context in which the activity is proposed
- The ambition and originality demonstrated in the proposal.

c) Feasibility

The assessment of feasibility considers the extent to which the applicant demonstrates capacity to deliver the proposed activity. This includes consideration of:

- The proposed timetable or schedule and its management
- The financial information provided
- The track record of the organisation (or its management team if a new organisation)
- The availability of other supports/partners identified in the application.

d) Festival priorities and objectives

Applications are assessed on how well they meet the festival objectives and priorities; see section 1.3 for details of these.

e) Artform/arts-practice priorities and objectives

Applications are assessed on how well they meet the artform/arts practice objectives and priorities; see section 1.4 for details of these.

3.4 Scoring process

The Arts Council scoring system for the Festivals Investment Scheme is intended to provide clarity to applicants in terms of how their application has been evaluated against the assessment criteria. The scores offer an indication as to the extent to which applications are deemed to have met each criterion.

Assessors will consider applications using their professional judgement based on the information provided within the application, their knowledge of the work of your organisation in the public domain, their knowledge of the wider arts landscape, and the competitive context in which all applications are evaluated.

Assessors may award a score to the nearest 0.5.

The scores to be used are as follows:¹

Numeric score	Word value	Explanation
6	Exceptional	The application addresses all relevant aspects of the criterion comprehensively and in an exemplary manner. There are no shortcomings whatsoever. This score is reserved for the very best elements of applications and will be used very sparingly.
5.5		At the top end of 'Excellent'.
5	Excellent	The application addresses all relevant aspects of the criterion convincingly and successfully. It provides all the information and evidence needed, and there are no concerns or areas of weakness.
4.5		At the top end of 'Very good'.
4	Very good	The application addresses the criterion very well. It gives clear information on the evidence needed. Any concerns or areas of weakness are minor.
3.5		At the top end of 'Good'.
3	Good	The application addresses the criterion well, although some improvements could be made. It gives information on nearly all of the evidence needed, although there are some gaps.
2.5		Between 'Sufficient' and 'Good'.
2	Sufficient	The application broadly addresses the criterion, but there are weaknesses. It gives relevant information, but there are several areas where detail is lacking or the information is unclear.
1.5		At the bottom end of 'Sufficient'.
1	Poor	The application provides very little evidence or relevant information in the context of the criterion, and is not compelling or persuasive in a competitive-funding context.
0	Inadequate	The application fails to address the criterion or cannot be judged due to missing or incomplete information.

¹ These explanations have been adapted from the EU's Creative Europe Cultural Projects Assessment Guide.

How are scores weighted?

Each score offered under each criterion will be multiplied by a weighting to get a rating. The ratings are determined by the relative importance the Arts Council places on each criterion. The final score is expressed as a percentage.

The following percentiles and weightings will be used:

	Percentile	Weighting
Public engagement (audience development and participation)	25%	(4.16)
Festival priorities	25%	(4.16)
Artistic merit	20%	(3.33)
Artform/arts-practice priorities	20%	(3.33)
Feasibility	10%	(1.69)
Total	100%	

Example

Criterion	Score	Weighting	Percentage
Public engagement (audience development and participation)	5.0	(4.16)	20.8%
Festival priorities	4	(4.16)	16.6%
Artistic merit	4.5	(3.33)	14.9%
Artform/arts-practice priorities	4.5	(3.33)	14.9%
Feasibility	4	(1.69)	6.8%
Total			74.0%

How do scores relate to funding offers?

Scores will play a significant part in the making of funding offers, and only those applications scoring 60% and above will be shortlisted and considered for funding. Funding amounts will reflect the overall budgetary context in which the Arts Council is operating, along with the competitive nature of the scheme.

As part of our ongoing relationship-management process, scores will also be used to inform discussions with organisations on areas where they are doing well and where there might be scope for improvement. We do not disclose the identities of other applicants or share information with applicants about the scores achieved by other applicants.

3.5 Outcome of applications

All applicants are informed in writing about the outcome of their application.

If your application is successful, you will be sent a letter of offer detailing the amount of funding you have been awarded and the terms and conditions of the award. You will also be told how to go about drawing down your award.

The Arts Council receives a large volume of applications, and demand for funding always exceeds the available resources. If your application is not successful, you can request feedback from Arts Council staff. Eligibility and compliance with application procedures alone do not guarantee receipt of an award.

Unsuccessful applicants are not eligible to apply for another Arts Council award to undertake the same activity. If the Arts Council feels that the proposed activity would have been more suited to a different award programme, an exception may be made. In such circumstances you will be informed in writing.

Appeals

Applicants may appeal against a funding decision on the basis of an alleged infringement or unfair application of, or deviation from, the Arts Council's published procedures. If you feel that the Arts Council's procedures have not been followed, please see the appeals process at

http://www.artscouncil.ie/en/fundInfo/funding_appeals.aspx or contact the Arts Council for a copy of the appeals-process information sheet.