

Festivals and Events Scheme Strand 2

Guidelines for applicants

Deadline: 5.30pm, Thursday 24 September 2015

**Important**: please note changes in sections 1 and 2 of the guidelines, particularly in relation to essential supporting material (point 1.8)

## Festivals and Events Scheme: application checklist

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

## Items that are mandatory for all applications (check all of these items)

|  |  |
| --- | --- |
|  | 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)

|  |  |
| --- | --- |
|  | Our proposal involves working with children or young people, and we have submitted a copy of our *Child Welfare Protection Policies and Procedures* with this application. |
|  | 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 1.8 below), and have this ready to upload. |

## 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](mailto:onlineservices@artscouncil.ie). * Answers to common questions about using Online Services are available in the FAQ section on the Arts Council’s 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/artscouncildemos> * If you require assistance with the content of your application, call the Arts Council on 01 6180200 or email [smallfestivals@artscouncil.ie](mailto:awards@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’s Access Officer, Adrienne Martin, by phone (01 6180219) or by email ([adrienne.martin@artscouncil.ie](mailto:adrienne.martin@artscouncil.ie)) at least three weeks in advance of the deadline day. |

# 1. About the Festivals and Events Scheme, Strand 2

## 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 24 September 2015** |

## 1.2 Objectives and priorities of the scheme

The objective of the scheme (Strand 2) is to complement the range of supports available to those festivals and events with an established track record in the engagement of arts audiences and the consolidation of partnerships with other organisations.

Festivals and events 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 and events.

The Festivals and Events Scheme is a competitive scheme that offers funding to support the staging of festivals and events on a non-recurring basis. Due to the nature of non-recurring funding programmes and the high number of applications received by the Arts Council each year, it is important to note that funding under this programme is offered on a once-off basis and independently of the outcome of past applications.

### Priorities of the scheme

Priority will be given to proposals that:

* Demonstrate the capacity to maximise audience attendance and diversity through the implementation of explicit audience-development strategies
* Express an overarching artistic vision that resonates with the nature of the proposed activities and the locality in which these take place
* Demonstrate a high level of integration with local resources and produce evidence of supports from a diverse range of partners.

The Festivals and Events Scheme **will take account of the regional and local spread** of arts activity, and may prioritise festivals/events 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.

## 1.3 Objectives and priorities relating to single artforms/arts practices

For festivals and events that relate to a single artform/arts practice, priority will be given to proposals that introduce new types of work that meet identified Arts Council priorities – these are listed immediately below. Objectives and priorities for multi-disciplinary festivals and events are also included below.

### Architecture

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

* Clearly demonstrate that the architecture programme is embedded in, and relevant to, the local community
* 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
* 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 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.

### Dance

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

* Aim to strengthen the development of dance programmes presented as part of dance residencies established in conjunction with local authorities and venues.

### 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 a strong understanding of their target audience, and present strategies for how they will build their audiences
* Exploit the opportunities presented by new media

### Music

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

* Are of a high artistic quality (musicians and programme)
* Demonstrate inclusivity, with a strong level of engagement with, and access to, audiences locally and regionally.

### Multi-disciplinary

For **multi-disciplinary** festivals and events, we will prioritise applications that:

* Demonstrate strong artistic vision and imaginative approaches to programming across artforms/arts practices
* Show evidence of value to the immediate community especially, in terms of audience development
* Show evidence of effective partnerships to support the delivery of the festival/event.

### Opera

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

* Focus on the presentation of opera and opera projects in a community context
* Provide a clear and feasible plan for attracting audiences.

### Theatre

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

* Seek to push the boundaries of theatre in terms of experimentation and innovation
* Seek to engage audiences in work that is cutting edge and develops 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/event programming
* Focus on the presentation of new performances and collaborations.

### Visual Arts

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

* Clearly show that the visual-arts programme is engaged with, and relevant to, the local community
* 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 or event
* Provide opportunities for children and young people to participate in and inform the planning and/or evaluation of the artistic programme.

## 1.4 Who is eligible to apply under Strand 2?

The Festivals and Events Scheme is open to organisations promoting **festivals** or events with a clear artistic purpose and which will take place in the first half of the calendar year 2016. Applications for funding for festivals/events taking place in the second half of 2016 should apply to Round 2.

The scheme is also open to organisations running a series of **events** (e.g. concerts) throughout the calendar year – in other words, organisations may apply under this round for support for a full programme of events.

To be eligible to apply under Strand 2, applicant organisations must:

* Have received funding of €10,000 or more through the Festivals and Events Scheme in their most recent offer of funding; first-time applicants or those who have previously received funding below the €10,000 threshold should apply under Strand 1 of the scheme
* Be based in the Republic of Ireland.

An organisation may make only one application under the Festivals and Events Scheme in a 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. For example, 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.

## 1.5 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 currently in receipt of funding under any Arts Council recurring grant programmes (Annual Funding, Annual Programming Grant, Regularly Funded Organisation).

## 1.6 What may you apply for?

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| --- | --- |
| The maximum amount that may be awarded to a successful applicant is: | €20,000 |

Applicants seeking funding of less than €10,000 should apply under Strand 1 of this scheme.

You may apply for funding in relation to costs that your festival/event 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/event)
* Audience development – activity carried out with the objective of developing ongoing relationships with current and new audiences
* Marketing and publicity 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.

* Proposed expenditure should include all artists’ fees, travel costs, venue hire, technical costs, promotion and publicity costs, administrative costs, and so on
* Proposed income should include what you expect to receive from other funders, box-office receipts, programme sales, and so on.

It is also important to reflect all in-kind support in both income and expenditure, so reflecting the full and true value of your proposal.

|  |  |
| --- | --- |
| **Note on in-kind support** | If you expect to receive 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. You should think of in-kind support both as expenditure and as income: whatever amount you declare on the expenditure side you should also declare on the income side.  Time contributed by directors or board members may not be reckoned as an 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
* In section 3 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.

## 1.7 What may you not apply for?

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

* Activities that are not arts-related – for example, events relating to heritage or crafts, those that are primarily commercial, food fairs or sporting events
* Training programmes for individuals or programmes any 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
* Competitive events – where the competition is the dominant element of the programme
* Once-off academic conferences or symposia with no wider public benefit
* Festivals or events taking place outside of the Republic of Ireland unless the primary benefit of the festival/event is delivered in the Republic of Ireland.

## 1.8 What supporting material must you submit with your application?

In order to be considered eligible for assessment for funding under the Festivals and Events Scheme, you **must** submit the following supporting material online:

* A completed Festivals and Events Scheme application form
* A detailed budget setting out income and expenditure for the proposed activities; this must be submitted as a distinct spreadsheet and in addition to the budgetary information contained within the application
* Evidence of any financial support or sponsorship identified in the proposal budget – for example, this could be a memorandum of understanding, a letter of offer, a written statement of support, or a similar document
* Brochures or programmes of the previous year’s festival/event.

If your proposal involves working with children or young people, you **must** provide a copy of your *Child Welfare Protection Policies and Procedures* as part of your application.

Similarly, 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 all of the above required supporting material, the Arts Council will not be able to make an assessment of your application, and it 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>.

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 higher OR Firefox 27 or higher or Chrome 32 or higher |

**Please note:** You will also need to have Microsoft Word or OpenOffice Writer installed to complete the application form itself. OpenOffice Writer is free software that can be downloaded from here: [http://www.openoffice.org](http://www.openoffice.org/).

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 material.

### Technical support

If you need technical support while making an online application, you can contact the Arts Council by emailing [onlineservices@artscouncil.ie](mailto: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:

|  |  |
| --- | --- |
| 2.2 Summary of your proposal | Give a summary of your proposal (up to three short points). |
| 2.3 Details of your proposal | What you write here is a key part of your proposal, and should help those involved in assessing your application to understand the full scope of what you want to do, how and why.  It should include details of your artistic objectives, your track record at managing events, and details of your organisation regarding your committee and voluntary staff, as well as any additional support or funding you expect to receive from other sources. |
| 2.4 Making your case | Outline how you intend meet the objectives and priorities of the scheme. Please refer to:   * [1.2 Objectives and priorities of the scheme](#_1.2_Objectives_and) (page 2). * [1.3 Objectives and priorities relating to single artforms/arts practices](#_1.3_Objectives_and)(pages 2). |
| 2.5 Audience | Please supply audience figures:   * Confirmed figures of your most recent festival/event. Alternatively, indicate that you are proposing a new festival/event. * Target figures for your proposed 2015 festival/event. |
| 2.6 Principal organisers | Details of the people who will have a central role in the production and running of your festival/event. Please indicate the nature of their role or involvement. |
| 2.7 Principal artists and artistic companies | Details of the principal artists and artistic companies who will participate in your festival/event. Please ensure that you tell us if these artists/ organisations are confirmed or pending confirmation. |

## 2.3 Prepare any supporting material required for the application

You are required to include additional supporting material with your application for funding under the Festivals and Events Scheme. See **1.8 What supporting material must you submit with your application?** on page 5.

All such supporting material must be submitted online. So, if necessary, you need to 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](http://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 – that is, 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. For example, 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 3 of the application form and on your detailed budget (if you choose to submit one).

### 3. Upload application form and supporting material

Follow the prompts to upload your filled-in and saved application form, CVs, budget template and any other required supporting material (see [1.8 What supporting material must you submit with your application?](#_1.8_What_supporting) on page 5). 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**.

# 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 |
| 4 | Adviser(s) and/or staff recommend an application as shortlisted or not shortlisted |
| 5 | A peer panel reviews all shortlisted applications and makes decisions |
| 6 | Decisions are noted by Council |
| 7 | Decisions are communicated in writing to applicants. |

### 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 criteria of **a)** artistic merit, **b)** how they meet the objectives and priorities of the scheme including artform priorities, and **c)** feasibility. Each of these criteria is described in turn.

### a) 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 on the application form
* The artform/arts-practice context in which the activity is proposed
* The ambition and originality demonstrated in the proposal.

### b) Meeting the objectives and priorities of the scheme

Applications are assessed on how well they meet the objectives and priorities of the scheme – see **1.2 Objectives and priorities of the scheme** on page 2 for details of these.

### 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
* The availability of other supports/partners identified in the application.

## 3.4 Peer panels

The purpose of peer-panel meetings is to allow for a diversity of expert views to inform the decision-making process. Peer panels normally consist of at least three external adjudicators with relevant artform and/or arts practice expertise.

Each meeting is usually led by an Arts Council member acting as non-voting chair. Arts Council advisers and staff attend as required, and those involved in the initial assessment of applications are on hand to provide information as required. Panellists receive a summary of each shortlisted application in advance of the meeting. They have full access to all submitted material on the day of the meeting, at which point they review, discuss and score shortlisted applications. Following this, applications are ranked by score. In light of the competitive context and the available budget, it is likely that the Arts Council will be able to fund only a proportion of the applications received.

### Declaration of interest

In order to ensure fairness and equity in decision-making, a panel member must declare an interest where they have a close personal or professional link with the applicant or are linked in any way with the application. An ‘interest’ is either ‘pecuniary’ or ‘non-pecuniary’ (e.g. familial relationships, personal partnerships, or formal or informal business partnerships, etc.).

The interest must be declared as soon as the panellist becomes aware of it. This may be at the point when s/he is approached to sit on the panel (if the ‘interest’ is known at that stage) or following receipt of the list of applicants. Where an interest is declared, the panellist will not receive papers relating to that applicant and will be required to leave the room when the specific application is being reviewed. Where this situation arises, the chair will vote in lieu of the panellist.

In some instances a panellist may not realise that a conflict of interest exists until s/he receives and reviews the panel papers. In such instances the panellist must alert an Arts Council staff member or the panel chair as soon as they become aware that a conflict may exist.

In the event of two panellists declaring a conflict of interest for the same application, the chair and head of team will be part of the decision-making process for that specific application.

If the nominated panel chair has a conflict of interest s/he must declare it in writing in advance of the meeting as soon as s/he becomes aware of it. In this instance the head of team will chair the discussion on the conflicted application.

## 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 circumstance 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.