



Arts Grants for Organisations

# Production

Arts Council of Wales | November 2018



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# Production

## Purpose

To support the creation of high quality artistic work for presentation to audiences

## What we want to achieve

We want to fund the production of work that is innovative and compelling. We're particularly interested in the new and contemporary; in work that seeks out and engages wider audiences.

Wales' standing as an artistic nation will be defined by the quality of the work we support through this strand. It is vital support as it enables venues and galleries to programme a diverse range of exemplary work that originates from Wales.

We want audiences across Wales to be able to access the very best arts activity, so the artistic work we support must be suitable for presentation in Wales' arts centres, galleries, theatres and concert halls, either as part of a tour or at a single venue or gallery. We can also support site-specific and outdoor work too.

We also want to support what we call "**national touring**" projects, which mean that you must tour to at least one venue or gallery in three out of four regions of Wales. We'll explain more about how we define these regions below.

We want to support productions in any artform, (as well as in cross-artform work such as circus), that demonstrate they will be of high quality and have a clear, artistic vision.

We are particularly keen to support certain types of project. This means that when we have to choose between eligible projects of comparable quality, we will prioritise the following:

- Projects involving producers or curators working collaboratively with venues or galleries to co-commission and present performing arts and visual and applied arts work more widely
- Projects involving new theatre writing, choreography or exhibition formats that have been tested and evaluated through a research and development process
- Projects that target and reach children, young people and their families, especially through the Welsh language
- Projects that target and reach people living in areas of acknowledged deprivation
- Projects that target and reach people with "protected characteristics".

“Protected characteristics” is a term used by the Equality Act 2010. The protected characteristics are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, sex, sexual orientation, religion or belief. The Act made it unlawful to discriminate against people on these grounds.

The Arts Council of Wales wants to support the production of new work. However, sometimes there can be a strong case to revive a particular title: for example, when a production has had a short run but the audience reaction indicates it has the potential for an extended tour. Therefore, we will accept applications for revivals of work but only when there is a clearly evidenced reason for a second outing, as well as a robust audience development strategy.

We are also interested in encouraging projects that may have the potential to tour more widely beyond the period of the grant, elsewhere in the UK or internationally.

## **Projects we won't support**

We will not support:

- Projects that have not sufficiently considered the audiences they are trying to reach, or any barriers that might prevent them engaging
- Projects that have not demonstrated a commitment to deliver high quality work

## **What we need from you**

We will expect all projects to place a strong emphasis on engaging with audiences and on meaningful partnerships with venues and galleries.

There are specific requirements for different types of project too:

### **Touring**

We believe that successful touring thrives on a positive and progressive partnership between the producing company and venues. We will only consider funding tours where there is evidence of meaningful commitment to your proposed project from at least three arts venues or galleries in Wales. This may be in the form of a jointly written marketing plan, a letter outlining the elements each partner will bring to the project, and / or confirmation of partnership funding. We will expect to see your partnership displaying a real commitment to developing and sustaining audiences. We'll want your application to be supported by a robust audience development plan which will also clearly demonstrate how you will be targeting disadvantaged or disengaged audiences.

If you're applying for a touring project then you'll need to provide the provisional list of tour venues and galleries with whom you've been in discussion and provide evidence of their commitment to your programme your work. You'll need to tell us why you've chosen the venues or galleries that make up your provisional tour.

## National Touring

"**National touring**" funding supports the production and touring of larger scale work in all artforms across Wales. These projects require a significant investment from us and so we will only support those that can demonstrate they will be of the highest calibre.

To apply for a **national touring** project, your organisation must be based in Wales. We will consider supporting creative partnerships between Wales-based companies, venues and galleries, and those based elsewhere, as long as you can demonstrate how your project will benefit creative professionals, arts organisations and audiences in Wales.

We expect you to tour to a minimum of three professionally managed venues or galleries across Wales:

- One must be in our **north** region (Anglesey, Conwy, Denbighshire, Flintshire, Gwynedd and Wrexham)
- One must be in our **south west** region (Carmarthenshire, Ceredigion, Neath Port Talbot, Pembrokeshire, Powys or Swansea)
- One must either be in our **south east** region (Blaenau Gwent, Caerphilly, Monmouthshire, Newport or Torfaen) or in our **south central** region (Bridgend, Cardiff, Merthyr Tydfil, Rhondda Cynon Taf or Vale of Glamorgan)

If your application for **national touring** funding is successful we'll want written confirmation that you are taking in at least three of our four regions before any grants payments can be made.

Applications for **national touring** must be exceptional and must meet all of the requirements for touring projects that we've set out above. We'll be looking for well-considered and compelling information about:

- The rationale for your project (explaining your choice of creative partner/s, artist/s, work, title or theme) must be compelling
- How you intend to engage and sustain audiences for your project by submitting your marketing and audience development plans
- The ongoing and meaningful dialogue with your touring partners. We will want to see this reflected in the written evidence of support you provide from them, which must go beyond a general expression of interest, instead demonstrating significant "buy-in" and commitment to the project.

## Your choice of drama production

For applications for drama productions we'll want to understand why you've chosen a particular title or theme. We are particularly keen to support the production of high quality, new work from Wales. However, you may want to create and present a high quality new production of an existing piece of work, possibly a classic title or a contemporary play from outside Wales. You will need to make a strong and compelling case for why you're producing your chosen title and how it is relevant to today's audiences in Wales.

## Site-Specific and Outdoor Work

We'll also support the production of site-specific and outdoor work as long as you can show us that the location is suitable and accessible, and that your marketing plan demonstrates how you intend to generate audiences.

If you're developing a site-specific production that will not take place in a recognised arts venue we would still expect to see partnership support from venues or galleries in the area, as this will be crucial to audience engagement and development for your work.

## Accessibility

**Performing Arts:** We will expect you to consider how you make your production as accessible as possible. **As a minimum requirement at least one of your performances must be accessible, even if your work is showing at only one venue or is site specific.** For example, if your work is showing over a couple of nights then at least one performance must be accessible. If you are only presenting one show then this should be accessible. This could mean tactile signage, sign language interpreted, captioned or audio described performances, or braille programmes for example.

**Visual and Applied Arts:** For visual and applied arts exhibitions, **whether touring or at a single venue or gallery, we would expect you to consider how the work can be made more accessible for audiences.** There are many ways you can do this such as tactile signage, large print gallery guides, braille gallery plans and guides, audio tours and visual description materials, interpretation panels, direct handling tours where appropriate, or presenting handling materials and objects that encourage visitors to explore through touch for example.

**All projects:** There are other things you can do to make your work, how people find out about it and where it's seen, **as accessible as you can.** It's up to you to **identify what best suits the needs of your audiences** and those wishing to take part. You can include these costs in your project budget.

Our [Help Notes for Production](#) applications will tell you more and help you fill in your application form.

## Who can apply

We welcome applications from professional companies, venues, galleries and arts organisations. You can check that your organisation is eligible to apply by reading our [Getting Started](#) document.

## Funding Available

You can apply for a maximum of **75%** of your project's total eligible cost. Applications can be made at the following levels:

- Small grants between £250 and up to £5,000
- Large grants between £5,001 and up to £30,000

In exceptional circumstances you can apply for up to £100,000 for **national touring** projects only. You will need to talk to us about this and get our agreement before developing your application.

We will consider funding up to 15% of the total eligible cost of a project to enable touring outside of Wales, as part of a tour that takes place mainly in Wales. You will need to present a clear, artistic, financial or business rationale for this. We will explain more about this in our Help Notes for Production applications.

## Applying after a research and development phase

If you're intending to make an application following the completion of a research and development phase, we will expect you to have left a reasonable period of time for reflection and evaluation before moving forward with an application for Production funding.

## When you can apply

### Small Grants

There are no deadlines for small grants, but you need to allow a minimum of **six working weeks** between the date you submit your application and the date you want to start your project. **If you're making your first application to us, then you must apply at this level.**

**We will be temporarily closing the Small Grants programme while we undertake a review of our Lottery funding. The last day we'll be accepting Small Grant applications will be Wednesday, 10<sup>th</sup> July 2019 at 5pm. Decisions will be communicated by Wednesday 31<sup>st</sup> July 2019.**

## Large Grants

The next Large Grant deadlines are:

- 5pm Wednesday 23rd January 2019 (including National Touring)
- 5pm Wednesday 8th May 2019 (including National Touring)

You need to allow a minimum of **nine working weeks** between the deadline date and the date you want to start your project.

## When to apply for national touring projects

Previously, we've only accepted applications for **national touring** projects to the August and January deadlines. Due to the review of Lottery funding we're undertaking in 2018-19, we'll be accepting national touring applications to both published deadlines in January and May 2019.

## How often you can apply

We want to ensure that our funding is available as widely as possible, so there's a limit to how many times you can receive funding from *Arts Grants for Organisations*.

**Organisations can hold one grant from this scheme in any twelve month period.** We use the start date of the first project we have funded to work out the twelve month period. The only exception to this is where your organisation is applying for developmental activity, where we will consider funding **one** additional grant a year under each of the following strands:

- Audience Development
- Business and Organisational Development
- Research and Development
- Training and Professional Development

For example, your organisation could receive funding from the Research and Development and Production strands in one year, but wouldn't receive funding for two Research and Development projects.

Being able to submit a second application in any twelve month period does not guarantee that it will be successful.

We use the start date of your project to work out the twelve month period. For example, if you received funding for a project that started on 1<sup>st</sup> September 2017 and you want to submit another application, then it must be for activity that will start twelve months later, on or after 1<sup>st</sup> September 2018. It's important to remember that you can apply before the end of the twelve month period, but you cannot plan for your activity to start until a year has passed.



Please contact our Grants and Information Team if we have given you a grant before and you are unsure whether you are now able to apply again.

## How to apply

You will need to discuss your project with us before we send an application form to you. If you have a project that you think might be suitable to apply for under this strand, please email your project ideas to: [development@arts.wales](mailto:development@arts.wales)

Please include the following details:

- Your organisation's name
- Project title
- Describe your project
- How much funding do you need?
- Location of project

Applications must be made using our online application system.

If you are unable to apply online, for example if you're disabled or do not have access to a computer, please contact our Grants and Information Team. We'll work with you to find other ways for you to apply.

We can also support you if your first language is not English or Welsh.

## Need some more advice?

We have Information Sheets and guidance documents to help you with different aspects of the application process or to provide advice on a specific issue. These can be found on our website. You might find the following useful in making an application to this strand:

- [Help Notes for Production applications](#)
- [Information Sheet: Making your production accessible to a wide audience](#)
- [Arts Council of Wales Equality Guide: Access to work](#)

If you have further questions about the application, contact our Grants and Information team on 0845 8734 900 or by emailing [grants@arts.wales](mailto:grants@arts.wales)