

# Creative Industries Seed Fund 2022/23



Awarding funds from

**THE NATIONAL LOTTERY®**

## Application Guidance Notes

Deadline for Applications	Decisions
12noon, Monday, 28 February 2022	15 April 2022

Please note: this programme is for proposals which will complete by **28 February 2023**.

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# INTRODUCTION

Thank you for your interest in the Arts Council of Northern Ireland's Creative Industries Seed Fund. This programme is jointly funded by the National Lottery and Future Screens NI, with programme support from Digital Catapult NI.

These notes give information on who is eligible to apply to the programme and how to submit an application. It also describes how your application will be assessed, how long it will take, how payments will be made and what you will be asked to do if you are awarded a grant.

These Guidance Notes and the relevant application form are available on request in large print format and disk: <http://www.artscouncil-ni.org>

## AIMS OF THE CREATIVE INDUSTRIES SEED FUND

This £25k funding award is eligible for partnerships that use the arts within new and emerging technologies. With the continuing evolution of immersive technology, it has the potential to expand the possibilities of how the arts can be distributed and utilised in new and innovate ways.

Programme Objectives:

1. Encourage Cross-Sectoral Collaboration;
2. Drive innovation in technologies; and
3. Creating new content, products, services and experiences.

The aim of this project is to assist arts organisations, entrepreneurs, and creative businesses to undertake projects that:

1. Contribute to the growth of the creative industries; and
2. Unlock future income generation.

All applications must be partnerships between an arts organization or artist and a creative business or academia.

# INTRODUCTION

## IS YOUR PROPOSAL TIMEFRAME SUITABLE?

This programme only relates to those proposals that will take place between **15 April 2022 and 28 February 2023**. All eligible expenditure must be incurred within these dates. If this is not the case for your proposal, you should NOT apply to this scheme as the Arts Council will not meet any costs incurred outside this period.

## HOW MUCH FUNDING IS AVAILABLE?

- The budget for the programme is £100,000.
- The maximum award value will be £25,000.

## HOW MUCH PARTNERSHIP FUNDING DO YOU NEED?

No partnership funding is required, but if your proposal cost is greater than the award value you must detail the total cost of your project and all other sources of funding in your application.

# ELIGIBILITY

## WHO CAN APPLY?

All applications **must** be a collaboration between two or more applicants. The lead applicant – that is, the applicant in whose name the application is submitted and who, in the event of an award, will be the group or individual responsible for managing the grant, and monitoring and reporting on the project - **must be based in Northern Ireland**.

**Eligible lead applicants** to this scheme are as follows:

- Arts organisations
- Individual Artists registered as sole traders
- Creative Businesses

In order for your application to be eligible your project must meet the following criteria:

- Involve a partnership between an artist or arts organisations with a creative business and/or academia
- Use new and emerging technology to advance artistic practice to enhance the experience of arts audiences, create new digital artistic products, or allow for digital distribution of existing arts products or services

You will be required to provide confirmation that all project partners are **legally constituted**:

- All sole traders must be registered with Revenue and Customs and provide a copy of their Unique Taxpayer Reference along with evidence of a business bank account.
- Limited companies and Partnerships must also be fully constituted.
- Start-up businesses can apply but must be fully constituted and registered prior to applying for an award.

## WHO CANNOT APPLY?

- Eligible applicants who received a £25k Creative Industries Seed Fund award in 2019/20
- Broadcasters (excluding community service broadcasters)
- Central Government Departments
- Umbrella organisations not previously funded by the Arts Council

## WHAT COSTS CAN BE COVERED BY A CISF AWARD?

- Content/product development costs, including reasonable material costs
- Freelance/short-term contracts
- Existing staff costs, positions or roles as they relate to the proposed activity
- Essential digital equipment and software up to a max 20% of Total Request Amount (ie. 20% of the total amount you are requesting from us in the application). All requests for hardware or software must be integral to project delivery and will be reviewed on a case by case basis by assessors.
- Reasonable travel and subsistence costs
- Reasonable advertising and PR costs
- Networking and cooperation costs associated with collaborative activity
- Export advice and assistance
- Appropriate and reasonable market research costs

## WHAT COSTS CANNOT BE COVERED BY A CISF AWARD?

- Activities that are not arts related
- Activities where contracts have been entered into before we issue a letter of commencement. We do recognise that certain preliminary work needs to take place, but any project activity in advance of a Council decision is undertaken at the organisation's own risk.
- Business start-up costs, including legal costs
- Staff costs, where the post is funded, and staff time and activity are not specifically allocated to delivery of the CISF project
- Overheads (rent, electricity etc.)
- Other capital costs not detailed above
- Development or updating of business websites for general promotion of the business. This is viewed as generic and expected business activity
- Legal costs for IP protection, trademarks etc.
- Capital costs over 20% of the Total Request Amount.
- Activities or events which duplicate what already exists
- Costs already covered by the Arts Council of Northern Ireland, other funders or Government COVID-19 schemes to cover salaries or grants to mitigate loss during quarantine.

Please note that this list is not exhaustive.

CISF funds **cannot** be used as “gap” or “shortfall” funding for projects already in development.

If you are uncertain about the eligibility of a proposal, it is encouraged that you speak to ACNI's Creative Industries Officer, Matthew Malcolm, prior to making your application. Arts Council staff are currently working remotely however can be contacted by email. Staff contact details are available on the Arts Council website - <http://artscouncil-ni.org/contact-us>

**Applicants should give careful consideration to the feasibility and timing of their activities given possible ongoing restrictions due to COVID-19.**

## **PRE-APPLICATION ADVICE WORKSHOPS**

The Arts Council wishes to ensure that all applicants receive an equal opportunity to submit an eligible application with a viable proposal that meets CISF criteria. To ensure eligibility, inclusion of all required documentation is also essential.

We would therefore like to invite applicants to attend a pre-application open workshop to learn more about the CISF programme.

**Workshop details (please note this date may be subject to change):**

Date: 25 January 2022

Platform : Via Zoom

Please contact Matthew Malcolm on 07500559307 or email [mmalcolm@artscouncil-ni.org](mailto:mmalcolm@artscouncil-ni.org) for more information.

**Attendance at the workshop is not mandatory.**

# HOW TO APPLY

## HELP WITH YOUR APPLICATION

These Guidance Notes can be downloaded from our website here and are available on request in large print format and disk: <http://www.artscouncil-ni.org>. Please contact Patricia Curran [pcurran@artscouncil-ni.org](mailto:pcurran@artscouncil-ni.org) if you need further assistance in this regard.

## MAKING AN APPLICATION

You must apply using our online system. We will not accept applications in hard copy or by email. You will find a link to the Organisations Digital Evolution Awards scheme webpage here <http://artscouncil-ni.org/funding/for-individuals>.

- Online applications may be edited, saved and returned up to the closing date.
- You must submit all mandatory enclosures associated with the application at the same time as your application, ie. they must be uploaded to your online application prior to its submission. These enclosures are listed on the Attachments page within the online application and are detailed below.
- **Please ensure that you leave sufficient time to upload all documents to the system as there can be long delays as the closing deadline approaches and the system will shut down at 12noon precisely on the closing date, 28 February 2022.** If your complete application is not fully uploaded when the system closes, with all the requested mandatory enclosures, your application will not be accepted.
- If you submit your application by the closing deadline, you will receive an automated email advising that your application has been successfully submitted to the system. **If you do not receive this email, your application has not been submitted.**

Please remember that it is your responsibility to ensure that we receive the application form and uploaded enclosures by the closing time and date.



# HOW TO APPLY

## STATE AID

Please note you must complete the State Aid questions in the application form.

The Arts Council has to assess if funds granted through the Creative Industries Seed Fund are subject to state aid regulations.

State aid rules promote a level playing field between EU Member States and help to ensure aid is targeted to address market failures and avoid negative effects on competition

State aid may be present whenever state resources are used to provide assistance that gives organisations that are engaged in economic activity (i.e. undertakings) an advantage over others.

The European Commission's State aid rules provide the procedural and regulatory framework through which Member States can award State aid legally.

If you are in doubt about completing the two state aid questions please complete both and we will assess if state aid is present.

## MANDATORY ENCLOSURES

These are the documents which you must provide in conjunction with your application and must be uploaded to your online application via the Attachments page.

# HOW TO APPLY

Please keep in mind the following important points:

- All mandatory enclosures must be in **Word, Excel or pdf format**. We cannot accept documents in other formats.
- **The total size of all your uploaded documents should not exceed 25 Mb.**
- You must upload **all** the necessary enclosures prior to submitting your online application. If any enclosures are missing, your application will be ineligible.
- If you upload an enclosure in a format which we do not accept or which is corrupted or which we cannot open, the enclosure will be considered missing and your application will be ineligible.
- Do not compress files into one zip file. Files must be uploaded as individual documents.
- **All data must be PC compatible.** If non-PC compatible data is supplied, your application will not be assessed. For example, if using a MAC, it is the applicant's responsibility to ensure that any enclosures uploaded to the online application are PC compatible.
- The submission of weblinks or website addresses in lieu of enclosure documents is not acceptable and will result in your application being made ineligible.

You **must** upload the following to your Creative Industries Seed Fund application before submission:

- Detailed project proposal
- Detailed project budget
- Legal constitution of the Lead Partner
- Audited/Certified Accounts for lead partner for the period up to 31 March 2021
- Management accounts for lead partner for the period up to 31 October 2021
- Detailed income and Expenditure budget forecast for the lead partner's whole organisation/company for 2022/23 (that is, a forecast of your I&E for that year.)
- List of all partners involved in the project, including confirmation that each is legally constituted (you must state how: *Company Ltd by Guarantee, Private Company Ltd by Shares* etc) and a brief description of the main activities of each organisation (in general) and what their specific role within the project will be.
- IF other partnership funding is contributing towards your project, copies of LOOs from Other Funders

# HOW TO APPLY

## DETAILED GUIDANCE ON MANDATORY ENCLOSURES

Further information on all mandatory enclosures can be found below. If you have any queries about any of the documents, please contact the Arts Council of Northern Ireland on 028 92 623555.

Mandatory Enclosure	Upload to	Guidance on Enclosure
<b>Detailed project description</b>	Online Application	<p>You should describe in detail the project you wish to deliver, describing the overall aims and objectives of the project and all the activities within the project. You should also include the following:</p> <ul style="list-style-type: none"> <li>• Detailed timeline for your project</li> <li>• Details of the partnership for the project.</li> <li>• How the final project outcome will be presented / which platform it will be presented on.</li> <li>• Locations and dates of any events within the project</li> <li>• Names of artists, tutors, facilitators, creative industries contractors for each event or project; OR details of the process you intend to use to select the artists / creative industries contractors.</li> <li>• Name of Project Manager for each major element, along with experience statement</li> </ul>
<b>Legal Constitution of the Lead partner</b>	Online Application	<p>In order to apply to this programme you will be required to provide a copy of the lead participant's legal constitution, and provide information on how all project partners are constituted (see <b>Project Partners</b> enclosure info below):</p> <ul style="list-style-type: none"> <li>• All sole traders must be registered with Revenue and Customs and provide a copy of their Unique Taxpayer Reference along with evidence of a business bank account;</li> <li>• Limited companies and Partnerships must also be fully constituted;</li> <li>• Start-up businesses can apply but must be fully constituted and registered prior to applying for an award.</li> </ul>

# HOW TO APPLY

Mandatory Enclosure	Upload to	Guidance on Enclosure
Detailed I&E budget for your project	Online Application	<p>This must be a detailed income and expenditure budget for the project, <b>which should indicate the requested ACNI contribution to each budget line</b>. You must include a breakdown of any budget line over £1,000 and itemize expenditure wherever possible (example “Staff time £5,000” must be broken down to give specific details of activities). You should also include details of how you have calculated any fees you are paying, e.g. hourly/daily/weekly rates. Where box office or sales are shown you should include details of pricing and numbers of tickets/publications to be sold.</p> <p>The Arts Council recognises non-monetary forms of assistance to a project, such as the following:</p> <ul style="list-style-type: none"> <li>• members of the public wishing to contribute time, experience and expertise to arts groups or organisations</li> <li>• young people wishing to contribute time but who also wish to gain work experience and or accreditation and training</li> <li>• professionals and or consultants wishing to donate their time, professional experience and expertise to organisations who would benefit from this resource</li> <li>• employers who encourage and support employees in volunteering to bring their time, knowledge and expertise to groups and organisations requiring assistance</li> <li>• free use of premises and/or equipment</li> <li>• free access to other services</li> </ul> <p>“In-kind” funding does <b>not</b> include the time given by your committee or board members to carry out their regular duties</p> <p>If you are including “in-kind” support to your project you <b>MUST</b> demonstrate how you have calculated this. The Arts Council accepts the following:</p> <ul style="list-style-type: none"> <li>• the equivalent of the hourly minimum wage for members of the public and young people contributing time as described above</li> <li>• a limit of £120 a day for professionals and/or consultants and employees volunteering their time</li> <li>• the costing by the supplier for the use of premises, equipment and other services</li> </ul>

# HOW TO APPLY

Mandatory Enclosure	Upload to	Guidance on Enclosure
<b>Detailed I&amp;E budget for your project</b> (cont.)		<p><u>You cannot include</u> the costs of employing committee/board members or directors of the organisation to work on the project as research shows that the public regard this as inappropriate use of Lottery funds which are to be used for wider public benefit rather than private gain.</p> <p><u>You cannot include</u> the costs of gratuitous hospitality or alcoholic beverages. The only hospitality costs we will pay for are where they are integral to the project, for example, an arts conference where lunch is provided to delegates.</p>
<b>Detailed budget for lead partner's whole organisation</b>	Online Application	<p>This is a budget for your entire organisation for the year in which the project will take place. In some cases this may be the same as the income and expenditure budget for the project where this is the only activity of the organisation, but in most cases this will be a much larger budget detailing all of the organisation's activity.</p>
<b>Audited/Certified Accounts for lead partner for the period up to 31 March 2021</b>	Online Application	<p>Applicants are required to upload a copy of their organisation's most recent Audited/Certified Accounts.</p> <p>If the accounts are not for the year March 2020/21 (ie, if your most recent audited accounts are for the 2019/20 financial year or your financial year ends on a different month than March), we require a set of management accounts covering the intervening period, up to March 2021. We require these accounts to assess the overall financial wellbeing of your organisation.</p>
<b>Management Accounts up to the period 31 October 2021</b>	Online Application	<p>In addition to the copy of Audited/Certified accounts applicants are required to upload a copy of Management accounts for the period up until 31 October 2021. This requirement is in addition to any management accounts required up until March 2021 as above.</p>
<b>Project partners</b>	Online Application	<p>List of all partners involved in the project, including a brief description of:</p> <ul style="list-style-type: none"> <li>• the main activities of each organisation (in general);</li> <li>• expertise they contribute towards the project;</li> <li>• their specific role within the project will be</li> </ul>
<b>Copies of LOOs from Other Funders</b>	Online Application	<p>If you have any letters from sponsors or other funders you should include them with your application as demonstration of support.</p>

# HOW TO APPLY

## AFTER YOU SUBMIT YOUR APPLICATION

- The Arts Council will acknowledge receipt of the application form.
- You will receive a Monitoring Form which will be published to your application account. **You must complete and return the Monitoring Form as part of the application process. If you do not do so, your application will be ineligible and will not be assessed.**
- Applications will be assessed by the Creative Industries Development Officer and FSNi staff members.
- Assessments will be subject to a moderation process.
- The Arts Council will contact you with the final decision by letter. If your application is rejected, the Council will provide you with detailed reasons for the rejection.

# HOW WE WILL MAKE OUR DECISION

## ASSESSMENT CRITERIA

We will assess your proposal against the following criteria.

Public Benefit	Max Score	Assessed Against
1. Relevant existing experience in the arts and creative industries	10	'Application form' 'List of project partners'
2. Opportunities for joint learning	10	'Application form'
3. Potential for income generation	10	'Application form'
4. Vision, Quality and Innovation of the project	10	'Application form' 'Detailed project description,'
5. Project and organisational viability	10	'Application form' 'Detailed Project proposal' 'Detailed Project Budget' 'Audited/Certified Accounts March 2021' 'Management accounts October 2021' 'Organisations Income and Expenditure 2022/23'

It is very important that you think carefully about how your proposal satisfies these criteria and use the application to demonstrate this to us. Your proposal must meet all the criteria.

## THE DECISION PROCESS

All applications will be assessed by an Arts Development Officer and FSNI staff member against the criteria listed above.

Assessors will consider applications using their professional judgement, based on the information provided within the application and enclosures, knowledge of your track record (in relation to both arts activity and your previous management of any ACNI funding), knowledge of the wider arts and digital development landscape, and the competitive context in which all applications are evaluated.

Assessment recommendations are then subject to a moderation process.

## IS THE ARTS COUNCIL DECISION FINAL?

There is a review procedure, which is available on the website and will be issued to any unsuccessful applicants upon request.

# IF YOU RECEIVE AN AWARD

## LETTER OF OFFER

Following the decision, Arts Council will issue successful applicants with a contract outlining the conditions attached to the award and the specific purposes for which the award can be used.

- You will not be able to incur expenditure until you have received your letter of offer from the Arts Council. You should take this into account when planning your proposal.
- It is important that you read the letter of offer and enclosed conditions carefully before signing and returning it. The letter of offer will set out what you may spend the grant on and by what date the proposal must be completed.
- A pre-condition of grant drawdown will be the submission of signed MOUs between all partnership organisations undertaking the project.
- **If there are any changes to your agreed project from the original application, you must inform the Arts Council immediately in writing before incurring any proposal expenditure.** If you don't tell us about changes you may have to repay the award and this will affect decisions on any future applications you might make.

## HOW PAYMENTS WILL BE MADE

Payments are normally made in stages each of which will have specific conditions attached to it; your letter of offer will set out these specific conditions and you must comply with them prior to the drawdown of each tranche of funding. Arts Council will make payments using BACS transfer only. You will need to complete and return the BACS form issued with your letter of offer.

## POST-PROJECT MONITORING

At the conclusion of your project, you will have to submit an End of Project Report and provide a final income and expenditure account for the project, in addition to evidencing the appropriate use of Arts Council and National Lottery branding throughout the course of project delivery. The project report will include

- Details of how the project has benefited the project partners
- An evaluation of the project – was it successful? Did you meet your targets? etc.

We may discuss with you how this information is to be collected.



## IF YOU RECEIVE AN AWARD

### POST-PROJECT MONITORING – Verification Visits

Your project may also be subject to a verification process which will ensure that the project grant has been spent in accordance with your letter of offer. It is therefore important that you retain all the project documentation to evidence this.

## OTHER INFORMATION

If you have any queries about the programme or need any help or advice completing the application, please contact Matthew Malcolm.

These Guidance Notes and the relevant application form are available on request in large print format.

The online application system has been tested and is sending out relevant notifications. We are, however, aware that some applicants to online grants programmes may experience issues such as the account holder not receiving links to reset passwords, not receiving notifications of when applications are edited and saved, nor when applications have been submitted. These issues relate to those account holders with email addresses from the following email providers – btinternet, yahoo and virgin – and customised email addresses.

The issues lie with those email providers and are beyond the control of Arts Council; if encountered they need to be addressed by the relevant email provider.

Should you be affected by a problem which cannot be resolved with an email provider, we would strongly recommend that accounts are set up using Gmail or Outlook email addresses prior to application to this scheme.

Good luck with your application.