

Jazz North Presents

A Guide to ACE National Lottery Project Grants

Changes made at November 2023



Disclaimer

The information and advice given in this presentation is given in the spirit of support and guidance only. No guarantee is made or implied that by following it, your grant application will be successful.

Jazz North (and its staff) plays no part in Arts Council England's funding decisions, and we cannot be held responsible for any actions you take or decisions you make as a result of following our advice.

Information is correct at time of presentation. Applicants are advised to check that they are always using the most up to date ACE guidance and application material.

What we will cover



- +Overview of the changes
- +Your pre application checklist
- +The shape of the from
- +How to answer the question
- +The importance of aims
- +Audience reach and benefits
- +The Investment Principles
- +Budget
- +Risks and Challenges
- +How ACE makes decisions
- +Under-representation in NLPG
- +Reasons for unsuccessful applications
- +Differences between <30k and >30k
- +Final takeaways

A Guide to ACE National Lottery Project Grants

01.Pre Application Checklist



01. Your Pre Application Checklist

Recent changes

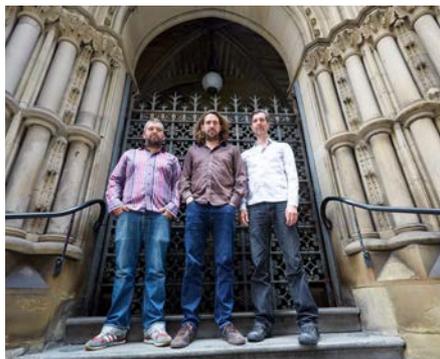


Top Left: Zoe Gilby Quartet
Top Right: Amique & The Ecstasy
Bottom Left: DAYZY
Bottom Right: The KTNA

- +Revised questions and clearer language
- +More space to describe project
- +No focus on ACE 'Outcomes'
- +Greatly-reduced focus on Investment Principles
- +Less background reading
- +Many narrative sections replaced with tick boxes
- +Evaluation now threaded throughout responses (rather than as separate question)

01. Your Pre Application Checklist

Things to know before you begin:



+ Aim for 15k or less if it's your first

+ Plan your submission date

+ Plan for resubmission

+ Get onto Grantium

+ Think about which weblink or file attachment is the best example of your work

+ Secure those partnerships

+ You need to have a bank account in the exact name you're applying for (organisation or individual)

Top Left: Taupe
Top Right: Mark Williams Trio
Bottom Left: Ponyland
Bottom Right: Tapp

01. Your Pre Application Checklist

Jargon buster



Outcomes

What things will look like as a result of your project. These are three 'vision' statements that ACE would like to see achieved through funding your project, loosely focussed on people, places and the sector.

Investment Principles

How you will track your progress. These are four abstract concepts: working methods/approaches that ACE would like to see used in funded projects in order to achieve the Outcomes.

Inclusivity & Relevance

The IP covering how you help people feel involved in your project.

Jargon buster



Communities

People. Specifically, those you've identified as potential audiences, participants, artists or beneficiaries you're targeting with your project. They could (but needn't) be from certain demographic groups or areas.

Balancing

How the decision panel will choose to prioritise some strong applications over others, using a set of criteria that have been identified as priorities, usually because they are not as represented in funded projects as ACE would like them to be. It can mean the difference between one project being funded or not funded, despite being of equal quality.

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02.Shape of the Form



02. The Shape of the Form

What's included in the form

Your project

What you're doing and why you want to do it

The people and communities who will experiencing your project

Who is involved? How will you involve them? Where will it be?

Your planning

When is it? Who is involved in the delivery? How much will it cost?

You and your organisation

Who are you? (Monitoring)



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03. Answer the Question



03. Answer the Question

Some key tips



+Use the words of the guidance

+Imagine someone is there with a scoresheet

+Don't be afraid of bullet points

+Structure your response in terms of the question

+Ask why - then ask why again!

+By doing X, we will achieve Y

◀ Sarah Heneghan

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04.The Importance of Aims



04. The importance of aims

Exercise: what are the aims for your project?



Don't just explain *what* your project is.

+Why do you want to deliver your project?

+How do you want to feel after the project has finished?

+How do you want those involved to feel?

+What is the long term impact?

+Why is your project important?

+What will the audience gain?

+How will your project make a difference?

◀ Ni Maxine

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05.Audience Reach and Benefits



People and communities



What steps are you taking to make sure your project reaches your target people?

OR

What steps are you taking to make sure your project benefits people and communities in the longer term?

+If relevant, what marketing activities are planned?

+If your project aims to reach people later rather than during your project period, how will you make sure these people will be reached?

+This might include how you plan to get a gallery, theatre or festival to show your work, or a publisher to publish it

◀ Hannabiell and the Midnight Blue

Example answers

What steps are you taking to make sure your project benefits people and communities in the longer term?

Example - Compilation album and showcase celebrating jazz scene in Newcastle-upon-Tyne

We want to reach a jazz audience around the UK with this album in festival season of 2025. In order to reach this audience, we will target the jazz sector throughout the process in the following ways:

- + Attend Jazz North's regional spotlight and promoter forums to raise awareness of the project
- + We have already had letters of interest and support from manchester jazz festival, Leeds Jazz Festival and London Jazz Festival who have agreed to present bands from the album in their 2025 programme
- + Request a pitch to the Jazz Promotion Network - through the newsletter and attend the 2024 conference to network and promote the project
- + Invite promoters to Newcastle-upon-Tyne in partnership with our NE partners - The Glasshouse ICM, Jazz North East, The Jazz Co-op, NARC and Generator - high profile event will be supported by Newcastle City Council to highlight the excellence of the city's cultural scene
- + Confirmed Newcastle-Gateshead launch event at The Glasshouse will kickstart a one-day festival celebrating the North East's jazz scene and showcasing the artists and promoters involved

Example answers

What steps are you taking to make sure your project reaches these people?

Example - delivering a weekend festival for families in Greater Manchester

In order to reach the key target audience of families we will:

- + Connect with community centres around the city offering family activities and group sessions
- + Work with marketing and PR specialists STAR PR to deliver a 16 week marketing campaign to promote the festival: includes staged announcements and tiered ticketing system to incentivise early purchase
- + Distribute a print campaign, ticket competition and group travel deal to families in areas of low engagement
- + Maximise long-standing partnership with Tameside Family Hub who will co-promote our event to their audience

Following an audience survey in 2023, we will target and aim to reach families in more deprived areas by:

- + Offering a free shuttle bus to the festival site each day and several return options to suit families' needs
- + Offer free packed lunches to all children on site in partnership with Food For Families and Manchester City Council: we hope this will remove usual additional financial barriers of food and transport.

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06. Investment Principles



Inclusivity & Relevance



What steps are you taking to make your project inclusive and relevant?

This is the one *Investment Principle* you'll need to address in NLPG. Refer back to your answers to 'People and Communities' to shape your answers.

Inclusivity

+How will you make sure the communities you want to reach are able to access your project, and feel included and welcomed?

Talk about special efforts you'll go to not only to tell people it's for them, but also methods and initiatives you can set up to help them feel invited.

+What things might stop people experiencing or accessing your project, and how will you address them?

Talk about barriers you know of that stop people attending or joining in, then talk about measures you can take to ease that problem.

Inclusivity & Relevance



What steps are you taking to make your project inclusive and relevant?

Relevance

+How have you involved the people you want to reach in the design and planning of your project?

Talk about what you've done to make them feel involved in the different stages of your project.

+What information or data do you have on the place or community your project involves? How have you used this to shape your project?

Talk about any research you've done or data you have about your audiences in each location, and explain how this has contributed to your creative process.

Top Left: Richard Kankondo
- Macro Woolf
Top Right: Carmel
Smickersgill
Bottom Left: Tom Harris
Bottom Right: Marco Woolf

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07.Budget



Balancing your budget



- +Use our FREE budget template
- +Make sure you balance income and expenditure to achieve 0
- +Be realistic with your income projections
- +Make sure you have your 10% match
- +Pay properly - or it's straight out
- +Include venue/equipment hire discounts as in-kind; don't use reduced artist fees
- +If it's an event - allocate 15-20% to comms and marketing
- +Include 5% contingency

◀ Liam DeTar, Yaatri

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08.Risks and Challenges



What could go wrong and how can you mitigate it?



What are the main risks and challenges to your project meeting its aims?

- +What could go wrong?
- +What might happen differently?

What will you do to manage these risks?

- +What plans have you put in place?
- +Have these actions worked before?

Consider:

- + Financial: affecting financial security or viability
- + Reputational: perception of you/your work
- + Operational: affecting how you work on a day-to-day basis
- + Strategic: the wider context in which you work
- + Artistic: relating to your creative work.

◀ The KTNA

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09.How ACE makes decisions



Eligibility & risk checks



1. Eligibility check

2. Feasibility and risk check: how likely your project is to achieve its aims. Risk rating: major, moderate or minor.

- I. Is it well **planned**? Timeline achievable? Relevant partnerships in place?
 - II. **Budget** realistic & appropriate? Will it be well-managed? Fair pay?
 - III. (**Organisations** only:) Companies House, Charity Commission & governing document checks
-
- + **Major** risk – serious concerns about management capability or budget – not funded.
 - + **Moderate** risk – some delivery risks, but can be mitigated. If funded, subject to payment conditions
 - + **Minor** risk – any concerns don't present a risk

Decision meeting



Decision meeting

Weekly panel of ACE area staff to assess how well your project will make a difference, alongside others received that week.

- + Clear creative or cultural idea?
- + Shows ambition & potential to realise it?
- + Clear plans to reflect on progress?
- + Identifies the difference it wants to make?
- + People & communities involved in its design & planning?
- + Team reflects those it plans to reach?
- + Shaped by information/data on the place/community involved?
- + Targeted communities can access it & feel included?
- + (If R&D/long-term): are the above prompts sufficiently considered?

◀ Nat Sharp

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10. Underrepresentation in NLPG



Balancing priorities



Who and what ACE invests in should reflect the makeup of the country.

People & organisations underrepresented as recipients and beneficiaries of funding (including you, your partners, staff, artists, audiences, people taking part or benefitting, board):

- + Black, Asian and ethnically diverse people
- + Disabled people
- + Applicants *and* activity (by local authority area) in *Priority Places* or *Levelling Up for Culture places*
- + Under-represented socio-economic backgrounds.
- + ACE's 'Time limited priorities' (e.g. Supporting Grassroots Music)

Broad range of disciplines and activity types in each round (check previously supported projects to identify artforms less supported than others).

◀ Nishla Smith

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11.Reasons for unsuccessful applications



11. Reasons for unsuccessful applications

What can you do to minimise this?

ACE provide the reason in your decision letter on Grantium. This is as much detail as they can provide. The four main reasons are:

1. **It didn't clearly show us how it met our criteria** - ie how the project would help to make a difference.
2. **We had specific concerns about your project** – ie where circumstances have changed since submission and ACE thinks the project will no longer be able to go ahead and meet its aims; or there could be concerns over fair pay. See [Guidance Library](#).
3. **We decided that your application was less strong than other applications we received** - ie potentially fundable, but some things could be improved on in comparison to other applications.
4. **Our funds are limited, we decided to fund a mix of different applications that we viewed as most likely to make a difference** – ie potentially fundable, but ACE chose other applications because ACE has a limited budget and/or other applications supported people, places or types of projects that are underrepresented in ACE funding.

With this information, what can you do to strengthen your bid to make it harder for ACE to say 'no'?

- + Show how your project will make a difference
- + Stick to your plan, budget properly and pay everyone (including yourself) fairly
- + Make sure every answer responds to what is being asked
- + How can you include underrepresented people or places in your project, or change the nature of it to be more outstanding?



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12. Differences between under £30k and over £30k bids



12. Differences between <£30k and >£30k bids

For bids of £30k to £100k, there are additional requirements during the application stage...

- + Read *Let's Create*
- + Ask permission for building costs
- + Strategic funds (Touring, Major Projects, Place Partnerships) have extra guidance
- + **12-week** turnaround time
- + Extra tick boxes for addressing specific elements within the three Outcomes
- + Explicit reference to the A&Q and D IPs in 'What's led you to do this project now?'
- + Extra tick boxes for Evaluation Methods
- + Extra question on **What are you doing to make your project environmentally responsible?** (1500 ch) with tick box options
- + In People and Communities, more emphasis on Creative Case for Diversity
- + Extra **Cashflow** attachment (using any template)
- + **Audience Development Plan** if applying for Touring
- + (Optional): An example of your work; one additional document to support your application

12. Differences between <£30k and >£30k bids

...and assessment stage.

- + **After the eligibility and risk check, applications go to an Appraisal stage** (against NLPG criteria, how the project will make a difference, how likely it is to achieve its aims). *This appraisal is shared with applicants.*
- + **Budget scrutiny** comes at this Appraisal stage (checks on fair pay of practitioners, or whether the budget is well managed take place later)
- + Decision panel meets every **two** weeks (as opposed to one week)
- + Project is more explicitly assessed against Outcomes elements
- + For strategic strands, how does the project make a difference in the context of that strand and achieve what you want it to?
Specifically:
 - + Are appropriate partnerships in place?
 - + Is the match funding appropriate?
 - + Is budget and cashflow appropriate?
 - + Are practitioners paid fairly?
 - + Are risks and mitigations appropriately considered?
 - + Is the project realistic and well planned?
 - + All 4 Investment Principles will be used to assess how likely the project is to achieve its aims.

NB: Payment instalments are **50/40/10%** (as opposed to 90/10)



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13.Final Takeaways



13. Final Takeaways

Our top takeaway tips



+Answer the question

+Allow time for resubmission, and (if successful) >15 days between offer letter and first payment; final payment can take up to 12 weeks after final report.

+Don't underestimate the time and work involved!

+Get someone to read it!

+Better to take the time to get it right

+No = not yet! Resubmit, resubmit, resubmit

+Read the guidance!

+ACE Grants Management team are helpful for post-award process enquiries

+Use links and resources: [ACE website](#), [Information Sheets](#), [Jazz North](#)

◀ Mark Williams

Thank You

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