



BNP PARIBAS
The bank for a changing world



City of Westminster



Vital
Regeneration

Westminster's Cultural Olympiad
Small Grants Scheme
Application Guidance Pack

Contact 020 7245 2261 or olympiad@vitalregen.org
if you require a large print/spoken word version of this document

Cultural Olympiad Small Grants Scheme Application Guidance Pack

| | |
|--|----|
| Westminster’s Cultural Olympiad Small Grants Scheme | 3 |
| <i>An Overview</i> | 3 |
| <i>The Scheme’s Aims</i> | 3 |
| <i>Who is providing the Scheme?</i> | 3 |
| <i>Size of the Grants</i> | 3 |
| <i>Making Fair Adjustments</i> | 3 |
| To Apply - What You Need To Tell Us | 4 |
| What You Can Apply For | 4 |
| <i>Guidelines</i> | 4 |
| Eligibility | 5 |
| <i>Who Can Apply?</i> | 5 |
| <i>Who Cannot Apply?</i> | 5 |
| What Can the Grant Cover? | 5 |
| <i>Eligible Costs</i> | 5 |
| <i>Ineligible Costs</i> | 6 |
| <i>Other</i> | 6 |
| How We Will Decide Which Projects to Award Grants To | 6 |
| <i>Process</i> | 6 |
| <i>Letting You Know</i> | 7 |
| Additional Support and Information for Applicants | 7 |
| <i>Grant Scheme Information Workshop</i> | 7 |
| <i>Answering Your Questions</i> | 7 |
| <i>Evaluation of Projects</i> | 7 |
| <i>Complaints Panel</i> | 8 |
| <i>Licenses</i> | 8 |
| <i>Signposting</i> | 8 |
| Further Information on the UK-Wide Cultural Olympiad | 8 |
| Further Information on Cultural Olympiad Activity in Westminster | 9 |
| Appendix 1 – Data & Monitoring Form | 10 |
| Appendix 2 – Application Form | 12 |
| Appendix 3 – Budget Form | 14 |

Westminster's Cultural Olympiad Small Grants Scheme

An Overview

This scheme will make at least 10 grants of up to £2,500 available to new projects inspired by the Olympics that get Westminster residents more involved in arts and culture.

The Scheme's Aims

We are looking for exciting, new project ideas inspired by the 2012 Olympic and Paralympic Games that achieve one or more of the following aims¹ for Westminster residents:

- Encourage and enable greater engagement with arts and cultural activity, especially where participation is lowest.
- Support the development of creative talent in young people, including routes for progression.
- Provide opportunities for older people to attend cultural events or take part in creative activity.
- Increase the visibility within local communities and neighbourhoods of the city's arts and cultural resources so that local people can get involved.
- Promote good stewardship of the city's cultural resources and heritage assets and encourage the use of the arts to animate history.
- Maximise the contribution that the Creative Industries make to the City of Westminster and its economy.
- Strengthen connections between larger, national cultural institutions and smaller, local art and community organisations in the city.

Applicants must also give thought to how they will sustain positive outcomes for project participants after 2012 or how they will give the project a legacy.

Who is providing the Scheme?

Vital Regeneration is managing the administration of the scheme.

Westminster City Council is the main funder and additional funding has been provided by BNP Paribas.

Size of the Grants

We have £25,000 in total to give out through this scheme. We will give out a minimum of 10 grants and the maximum size grant we will award is £2,500.

Making Fair Adjustments

We will make fair adjustments to the application process so that applicants, such as those with disabilities, learning difficulties, or English as a Second Language, are given an equal opportunity to apply and to be successful. If you are applying and require adjustments to be made for this reason, please contact Katy Haigh at olympiad@vitalregen.org or on 020 7245 2261.

¹ These aims come from Westminster City Council's 2008 -2013 Strategy for Arts and Culture.

To Apply - What You Need To Tell Us

If you would like to apply for a small grant under this scheme you should complete the following forms in the appendices of this Guidance Pack:

1. The Data Monitoring Form - Appendix 1
2. The Application Form - Appendix 2
3. The Budget Form - Appendix 3

Then:

- email the 3 completed forms to Katy Haigh at olympiad@vitalregen.org; and
- post copies to *Katy Haigh, Deputy Chief Executive, Vital Regeneration, 1 Glasgow House, Lanark Road, Maida Vale, London, W9 1QY.*

Emailed and hard copies must reach Vital Regeneration by 5pm on the 30th January 2012 to be considered.

What You Can Apply For

Guidelines

Projects must be new and exciting ideas inspired by the Olympic or Paralympic Games. You can interpret 'inspired by' as creatively as you wish.

Projects must be for Westminster residents.

Projects should take place between April 1st and September 11th 2012, although a small amount of activity can take place after then.

Projects must achieve at least one of the following aims:

- Encourage and enable greater engagement with arts and cultural activity, especially where participation is lowest.
- Support the development of creative talent in young people, including routes for progression.
- Provide opportunities for older people to attend cultural events or take part in creative activity.
- Increase the visibility within local communities and neighbourhoods of the city's arts and cultural resources so that local people can get involved.
- Promote good stewardship of the city's cultural resources and heritage assets and encourage the use of the arts to animate history.
- Maximise the contribution that the Creative Industries make to the City of Westminster and its economy.
- Strengthen connections between larger, national cultural institutions and smaller, local art and community organisations in the city.

Projects must give thought to how they will sustain positive outcomes for participants after 2012 or how they will give the project a legacy.

Projects (or activities) can take a wide range of forms. They could be events, workshops, exhibitions, talks, shows, installations, or something completely different. They could involve music, performing arts, heritage, films, digital arts, arts in the public realm, theatre, creative writing, or something completely different.

Eligibility

Who Can Apply?

Who is eligible?

- Individuals and organisations of any size or type living or working in Westminster are eligible to apply. This could be voluntary sector organisations, social enterprises, schools, religious groups, youth clubs, old peoples' homes, libraries, arts organisations, cultural institutions etc.
- You do not have to be an organisation/individual living/based in Westminster to apply, but you will need to demonstrate that your project will benefit Westminster residents.
- Applicants must be eligible to live and work in the UK.
- Applicants must have a bank account and their application must be made in the name of the account that will receive the grant.
- Before awarding grants to individuals we will need them to confirm they have the support of a Westminster-based organisation that will act as their guarantor.
- Organisations applying should have a bank account in the name of the organisation with two signatories.
- Organisations must have policies and procedures in place for Safeguarding, Health & Safety, Equal & Diversity and Data Protection. Before awarding grants Vital Regeneration will check that these are in place and that individuals will have suitable procedures in place to ensure these areas are given appropriate consideration.
- Applicants who have emailed/spoken to The Cultural Olympiad Team at Vital Regeneration to let them know outline details about their project idea before submitting their application.

Who Cannot Apply?

- Projects (not organisations) already funded by Westminster City Council, e.g. Voluntary Action Westminster Small Grants Projects, are not eligible for funding through Westminster's Cultural Olympiad Small Grants to widen the reach.
- Projects looking for top up/continuation/replacement funding for an existing project.
- Applicants who have not emailed/spoken to The Cultural Olympiad Team at Vital Regeneration about their project idea before submitting an application.

What Can the Grant Cover?

Eligible Costs

The list is not exhaustive, but examples of costs the grant can cover include:

- Costs towards venue hire
- Costs for promoting your event
- Support with costumes or props

- Costs towards working with creative professionals
- Costs towards rehearsal space
- Costs to make your activity accessible to all

Ineligible Costs

There are certain costs you cannot apply for:

- Activities not related to culture
- Activities not inspired by the Olympics or Paralympics
- Activities that will not benefit Westminster residents
- Activities that happen outside of the specified delivery period.
- General running costs or overheads for you or your organisation.
- Activities which are not fully accessible. (If you would like further information on making your event accessible, please contact olympiad@vitalregen.org.)
- You cannot apply for more than one project or more than once for the same project.

Other

If you are working in partnership with another organisation or individual, one application should be made in the name of the lead organisation/individual who will receive the funds.

Vital Regeneration reserves the right to offer to part-award projects as opposed to awarding all projects in full if this is deemed by the Judging Panel to be in the best interests of the scheme and its aims.

How We Will Decide Which Projects to Award Grants To

Process

We will look at all the applications we receive and how realistic your plans for the project are. We will look at the strength of the artistic/cultural idea to ensure we fund ideas that are exciting and innovative. We will also consider how well your project meets one or more of the scheme aims.

All applications will be scored under the same, set scoring framework and judged by a panel in early February 2012. To ensure equality of opportunity, this panel will be made up of a mixture of professionals and Westminster residents, who have significant experience in:

- a wide range of cultural/creative mediums;
- urban regeneration;
- formal and informal education;
- establishing/operating successful start-up businesses/social enterprises;
- working with a wide range of Westminster residents with different needs; and
- marketing & business.

As well as the Judging Panel scoring applications we will ensure that the final selection of projects awarded with grants will offer a good variety of

artistic/cultural activity to a wide range of beneficiaries across the whole of Westminster.

We will also consult with Westminster City Council before awarding grants to ensure that none of the activity is already funded by them.

Letting You Know

Applications will open on 6th December 2011 and close on 30th January 2012.

We will let applicants know the outcome of their application in the second half of February 2012. We will send you an offer letter that states the conditions of the grant. You will need to sign the offer letter and send it back to us with your bank details within 30 days of the date on the letter.

We only have a limited amount of funding available, so we will not be able to award grants to everyone who applies. However, we will provide feedback to unsuccessful applicants who contact us for further information.

Additional Support and Information for Applicants

Grant Scheme Information Workshop

If you would like any more advice or information, please reserve a place at Vital Regeneration's Grant Scheme Information Workshop on the 15th December 2011.

- This will be held from 10am – 2pm at The Greenside Community Centre, 24 Lilestone Street, London, NW8 8SR. To reserve a place and communicate any special requirements please email olympiad@vitalregen.org by the 12th December 2011.

Answering Your Questions

For general support in relation to this scheme, please contact:

Katy Haigh
Deputy Chief Executive
Vital Regeneration
1 Glasgow House
London
W9 1QY

020 7245 2261

olympiad@vitalregen.org

www.vitalregeneration.org

Evaluation of Projects

All grant awardees will be expected to use a simple form/set of questions, which we will provide in February/March next year, to monitor the impact and reach of their project. We will be supplying standard questions so that we can systematically and fairly evaluate aggregate impact from the portfolio of projects awarded grants under this scheme. These forms/questions will cover beneficiary equal opportunities data, project outcomes achieved and distance travelled by participants.

We also aim to evaluate the projects through a short film carried out by Vital Regeneration's FreqOUT! Project. Additional to this we will be asking all projects

to supply us with case studies and photos/film to add into the final evaluation of the scheme.

Complaints Panel

There will be a Complaints Panel to investigate any concerns you may have in relation to this scheme. Please contact Valentina Wong at Westminster City Council; vwong@westminster.gov.uk if you would like to submit a complaint and have it considered.

Licenses

It is your responsibility to make sure any licenses you may need are in place, e.g. if your project is an outdoors performance. You must ensure the grant would enable you to cover any licensing fees involved. It is not a requirement you have the license in place when you apply but it will strengthen your application, in terms of how realistic the proposed project is, if you do.

Signposting

We can support you by signposting you to the right contacts at Westminster City Council and to other UK-wide/London-wide Cultural Olympiad activity that is taking place but it is your responsibility to make arrangements if you would like your projects to be included within those events.

Further Information on the UK-Wide Cultural Olympiad

Local authorities across the UK are using the inspiration of the Olympic and Paralympic Games to spread cultural, social, economic and sporting benefits to their communities in the run-up to 2012. The Cultural Olympiad is an example of this.

The Cultural Olympiad is a four year UK-wide Cultural Festival linked to the London 2012 Olympics and Paralympics. For more information, go to: <http://www.london2012.com/get-involved/cultural-olympiad/index.php>.

The Cultural Olympiad's funders include:

- the Olympic Lottery Distributor;
- the Legacy Trust UK;
- Arts Council England;
- London Organising Committee for the Olympic Games (LOCOG); and
- Other major cultural and heritage bodies.

National Cultural Olympiad projects launched so far include:

- Artists Taking the Lead: cutting-edge art and installations across the UK;
- Stories of the World: showcasing our museum, library and archive collections;
- Unlimited: a celebration of arts, culture and sport by disabled and deaf people;
- Film Nation: giving young filmmakers a chance to shine;
- Discovering Places: exploring our natural, built and historic landscapes; and
- Music: encouraging new music and voices in new places.

The Cultural Olympiad will end with the London 2012 Festival, which will take place from June to September. The Festival aims to bring 3 million people to 1,000 events and will include dance, music, theatre, visual arts, film and more. Cate Blanchett, David Hockney, Mike Leigh, Jude Law and Damon Albarn will be taking part in the festival amongst other famous names.

Further Information on Cultural Olympiad Activity in Westminster

The Cultural Olympiad has been going on for some time already in Westminster. Find out more at:

1. www.westminster.gov.uk/culturalolympiad
2. www.westminster.gov.uk/services/leisureandculture/olympics/2012-events

For example, an Open Weekend was held in July 2011 to celebrate one year to go until the Games. Visitors could take part in parkour, watch films made by children and listen to storytelling amongst other things. Other events held since 2008 have included arts festivals, cultural trails and street entertainment.

In 2012 another Cultural Olympiad activity already planned in Westminster is the Outdoor Arts Festival www.alliumopus.com/outdoor-arts-festival/. This will bring London's squares, parks and town centres to life through animations, events, installations, live performance, film and arts. Small grant applicants whose proposed projects will fit with the themes of the festival, should liaise with Valentina Wong, vwong@westminster.gov.uk, to find out more about potentially being part of the festival.

Being a successful recipient of a small grant through Westminster's Cultural Olympiad Small Grants Scheme does not guarantee your project will be part of other Cultural Olympiad activities taking place that we have described. It is your responsibility to liaise with the organisers of these events to co-ordinate this.

Appendix 1 – Data & Monitoring Form

If you are an organisation applying, please answer all questions below. If you are an individual, please skip questions 8-10 inclusive.

| | | | |
|----|--|--|--------------------------|
| 1 | Applicant name | | |
| 2 | Your position | | |
| 3 | Name of organisation, if relevant | | |
| 4 | Address | | |
| 5 | Telephone | | |
| 6 | Email address | | |
| 7 | Website | | |
| 8 | Which of these categories best describes your organisation? <i>Tick all that apply.</i> | Registered charity | <input type="checkbox"/> |
| | | Company limited by guarantee | <input type="checkbox"/> |
| | | Voluntary group with constitution | <input type="checkbox"/> |
| | | Social enterprise | <input type="checkbox"/> |
| | | Community interest company | <input type="checkbox"/> |
| | | Other <i>Please state</i> | |
| 9 | Please give your registered charity number, if relevant. | | |
| 10 | Please give your registered company number, if relevant. | | |
| 11 | Where do you / does your organisation mainly work? <i>Please tick one.</i> | Across the UK | <input type="checkbox"/> |
| | | Across the whole of London | <input type="checkbox"/> |
| | | In Westminster and other London Boroughs | <input type="checkbox"/> |
| | | In Westminster only | <input type="checkbox"/> |
| 12 | Please give your organisation's income for 2010 (if applicable). | £ | |

| | | | |
|----|---|--|--------------------------|
| 13 | Do you have any special communication needs? Please describe. | | |
| 14 | If this project is already funded by Westminster City Council please state YES. If not please state NO. | | |
| 15 | How did you hear about this grant? | An email from Vital Regeneration | <input type="checkbox"/> |
| | | Saw a flyer | <input type="checkbox"/> |
| | | On Vital Regeneration's website | <input type="checkbox"/> |
| | | Westminster City Council's publication e.g. The Reporter | <input type="checkbox"/> |
| | | Other. <i>Please give details below.</i> | <input type="checkbox"/> |
| | | | |

Appendix 2 – Application Form

Please complete all boxes below. The maximum word count for all 6 answers in total must be no longer than 1100 words.

| | | |
|-----------------|--|--|
| <p>1</p> | <p>Describe your project. (<i>Say what you will do, what the main features will be, who it is for, where and when it will happen.</i>)</p> | |
| <p>2</p> | <p>What is the inspiration behind your project?</p> | |
| <p>3</p> | <p>What are the specific aims of your project?</p> | |
| <p>4</p> | <p>Which of the scheme's aims will your project contribute to and how?</p> <p><i>The aims are:</i></p> <ol style="list-style-type: none"> <i>1. Encourage and enable greater engagement with arts and cultural activity, especially where participation is lowest.</i> <i>2. Support the development of creative</i> | |



| | | |
|-----------------|---|--|
| | <p><i>talent in young people, including routes for progression.</i></p> <p><i>3. Provide opportunities for older people to attend cultural events or take part in creative activity.</i></p> <p><i>4. Increase the visibility within local communities and neighbourhoods of the city's arts and cultural resources so that local people can get involved.</i></p> <p><i>5. Promote good stewardship of the city's cultural resources and heritage assets and encourage the use of the arts to animate history.</i></p> <p><i>6. Maximise the contribution that the Creative Industries make to Westminster and its economy.</i></p> <p><i>7. Strengthen connections between larger, national cultural institutions and smaller, local art and community organisations.</i></p> <p><i>NB – You project must meet AT LEAST ONE of the aims above.</i></p> <p><i>Please also say how you will sustain positive outcomes for participants after 2012 or give the project a legacy.</i></p> | |
| <p>5</p> | <p>How will you market your project and recruit participants? (<i>How many participants will there be? How will you involve Westminster residents in shaping your project?</i>)</p> | |
| <p>6</p> | <p>How will you ensure Equal Opportunities and Diversity are planned into all aspects of your project?</p> | |



| Sub-total | | | |
|--|-----------------|---------------|-----------|
| Capital costs (E.g. the purchase of equipment to be used in the rendering of this project.) | Number of units | Unit cost (£) | Total (£) |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| Sub-total | | | |
| Overall Total | | | |
| Please provide any further budget information in this box: | | | |