

Stroud Town Council Grants and Funding

Arts and Culture Fund Guidance

Aim of the fund

Stroud Town Council set up the Arts and Culture Fund in 2016 in order to provide arts and cultural experiences that enrich people's lives. The fund is designed to support public events and projects that will benefit people in Stroud parish through cultural activity.

A primary aim of the fund is to endorse projects and enable applicants to leverage in income from other sources (including from funding bodies such as Awards for All and Arts Council England, crowdfunding, philanthropy, sponsorship and ticket sales). Applications will normally be required to demonstrate that at least 50% of the costs of the project can be met by funding from other sources including support in kind.

For the purposes of the fund, the term “arts and culture” includes (but is not exclusively restricted to) music, sound, dance, mime, drama, theatre, storytelling, creative writing, poetry, architecture and allied fields, printmaking, installation, circus, carnival, painting, ceramics, sculpture, photography, costume and fashion design, textiles, public art, digital arts, video, new media, film and animation.

How to use these guidance notes

These guidance notes accompany the grant application form and are provided to help you make the best possible case for an award from the fund. To make best use of the guidance notes, follow the three steps below:

FIRST – check that your project meets the two **basic conditions** explained below. If it does not do so, you will not receive funding.

Funding will be awarded *only* if:

- the project or event is designed primarily to benefit residents of Stroud parish, **or**, if the project has scope beyond the parish, the application demonstrates that the funding requested as a proportion of total cost is proportionate to the benefit for Stroud’s residents
- there is evidence that match funding is available to meet at least 50% of the cost of the project or event, including support in kind, or that there is a realistic expectation of achieving this (*In exceptional circumstances we may be able to provide up to 100 per cent of the cost of the activity. Where this is required you will need to explain why you are requesting more than 50 per cent of your project from us and tell us about your approach to raising as much money as you can.*)

SECOND – if your project meets the two basic conditions, it is important that you make this clear on the application form.

THIRD – the more of our **funding priorities** that your project fulfils, the better chance you have of receiving a grant. So, when you fill in the form, be clear as to which of the funding priorities your project addresses and how it does so.

You do not have to address all the priorities and you could still be funded even if your project does not address any of them as long as it addresses the main **aim** of the fund (as above).

Funding Priorities

We want to ensure that those arts and cultural activities, organisations and institutions we support further the wider aim of the Council to improve life in Stroud.

To that end we will prioritise those arts and cultural activities that fulfil one or more of the following criteria:

- provides evidence of compliance with previous grant award conditions.
- demonstrates excellence in ambition, creativity, and delivery.
- helps promote the reputation and values of Stroud as a place of creativity and innovation.
- develops a stronger and more sustainable creative economy
- provides evidence for the quality of the proposed project, including innovation or development in cultural/artistic practice.
- is likely to have beneficial effects that extend beyond the period of the project itself.
- demonstrates evidence of community support and involvement.)
- the group and/or project is financially sustainable and viable.
- encourages community engagement, and wellbeing for Stroud residents
- where the project is likely to be long-term or open-ended, the application includes a projection of how it will be funded after any grant awarded by the Town Council is spent.
- shows evidence of partnership working.
- shows evidence of a well-managed group.