Applying for Funding Masterclass

Newcastle
14 March 2018

Kathy Settle
Chief Executive, Libraries Taskforce

Agenda

Step 1: Don’t start with the money

Step 2: You’ve defined your project. Now what?

Lunch

Step 3: Getting the money: maximising chances of success

Refreshments

Step 4: How your bids will be assessed: a bird’s eye view

Step 5: You’ve got your money - hooray! What next?

Wrap up and next steps

Close (no later than 1630)

Step 1:
Don’t start
with the money…

St Helens Council

Cath Shea
Arts Development Manager

Applying for Funding

Cath Shea
Arts Development Manager
St Helens Council

St.Helens Council

CULTURAL HUBS

St.Helens Council

Dont start with the money?

What are your own priorities?

- Young people
- More customers in general
- Celebrating a key event
- Universal Offers – e.g. Digital

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Universal Offer

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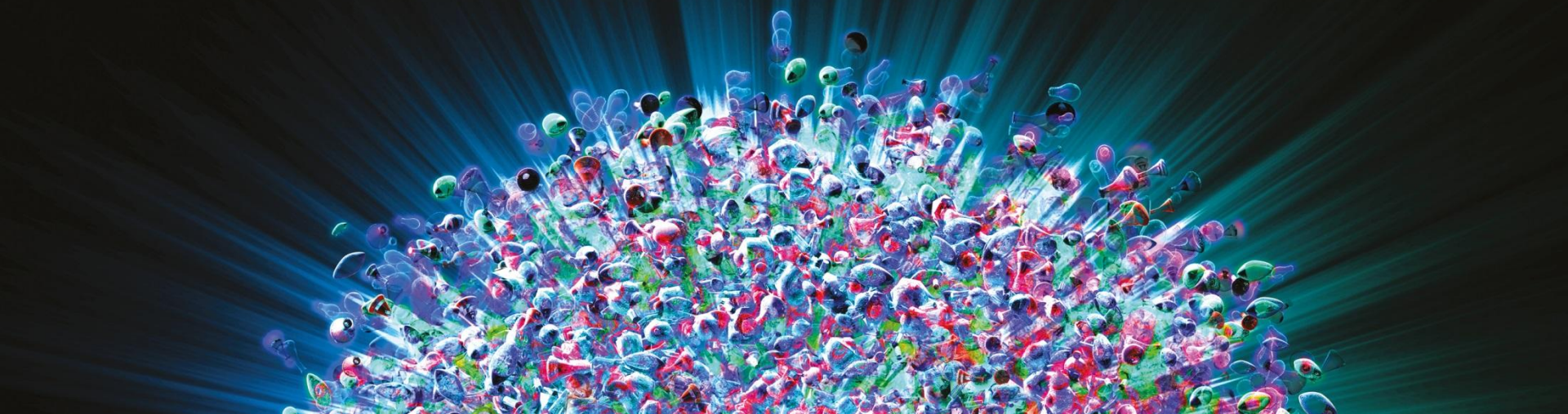
CULTURALLY CENTERED

ST.HELENS CULTURAL HUBS



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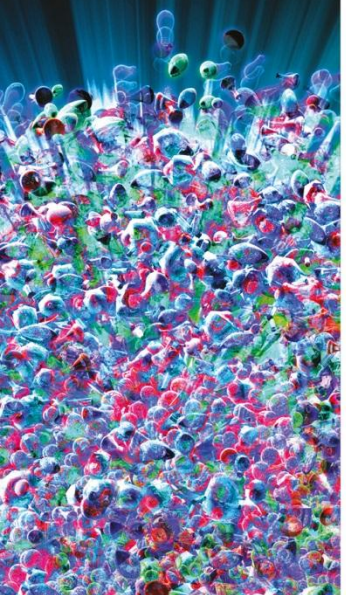

Cultural Hubs' Mission

To provide rich and diverse arts opportunities for audiences and participants within our library spaces and to support artists to inspire, challenge and enrich the lives of our residents.

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Children and Families

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Young People

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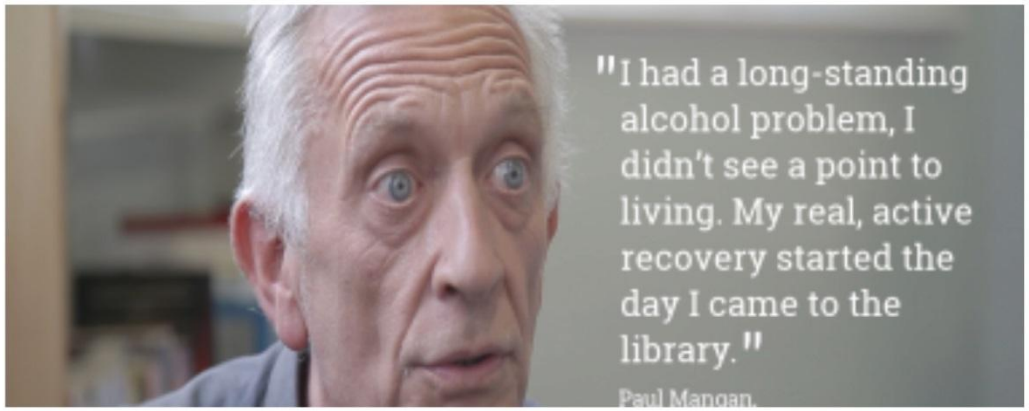
Disability Arts



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LGBT Audiences

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Mainstream

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Develop Local Artists

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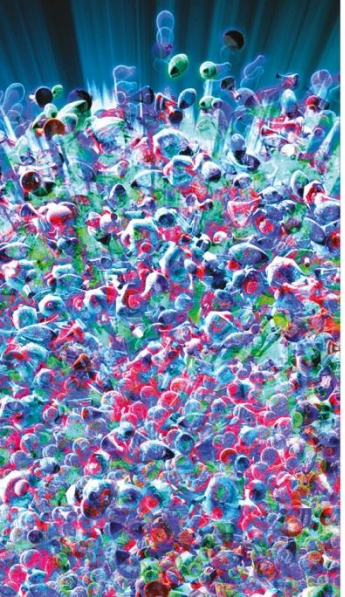
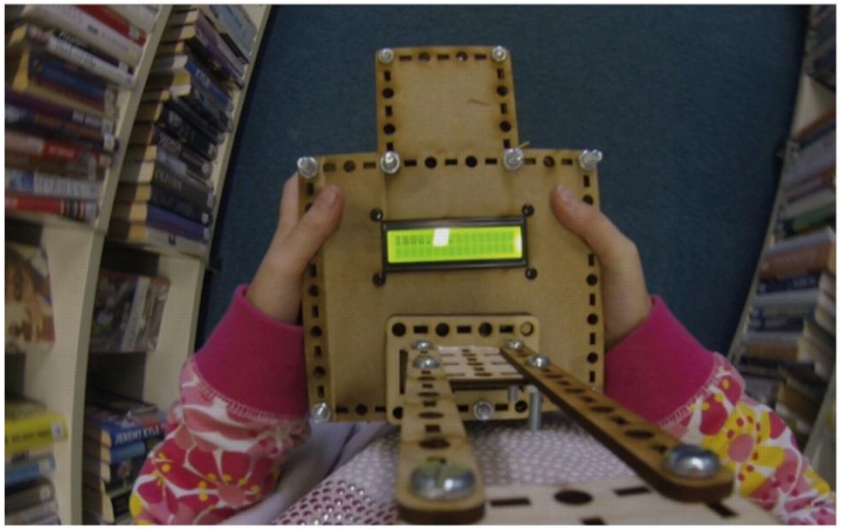
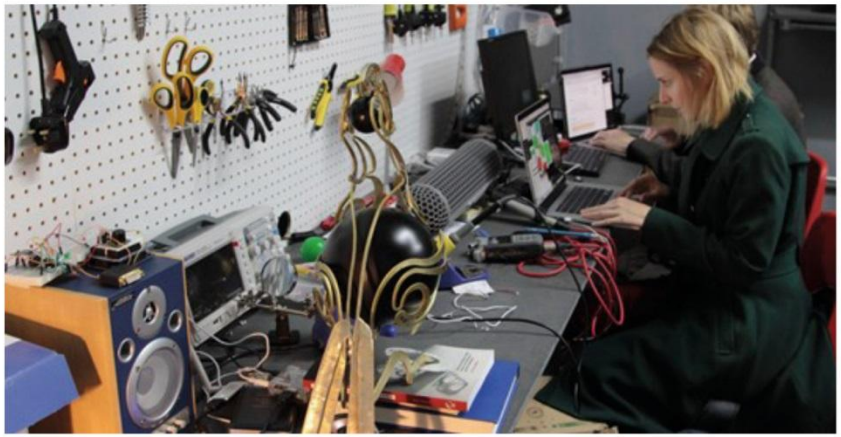


Establish a FACTLab





FACT

HEART OF GLASS

What can your Library Service Contribute?

- Skills audit / ambitions
- Staff time, ideas and enthusiasm
- Welcoming spaces within communities
- Resources – archives, books, knowledge

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Getting Approval

- Who needs to buy into your idea?
- Consider timeframes and your internal systems for approval

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Partnerships – who do you need?

- Community partners
- Strategic Partners E.g. Public Health
- Possible funding partners (for match funding)
- Other Council partners e.g. Adult Learning, ASCH
- Universities / Colleges / Schools
- Specialists – E.g. arts organisations, marketing specialists

https://www.theaudienceagency.org/

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Finding the right partners

Arts Partners

- Local Authority Arts Service as a broker (if you have one)
- An NPO (a National Portfolio Organisation) in your area. E.g. FACT
- Bridge organisation – children and young people. E.g. Curious Minds
- Festivals in your region: Homotopia, Dadafest

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Getting support / research

- Speak to other Libraries – those that have already been funded

Listed on Funders website

http://www.artscouncil.org.uk/funding/grants-arts-libraries-fund#section-4

- Arts Council specialists through Relationship Manager for Libraries

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What can the (arts) partner bring?

- Bring Arts specialism
- Help with the creative idea based on your priority
- Help to write commission brief (if needed)
- Help you to select artists
- Be the Creative Producer or recommend one
- Help with costings /budget
- In-kind match funding?
- Give Arts Council confidence in your delivery
- Help you to focus on the ART

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Focus on the (art)

- The Arts Council are interested in Art
- Focus on the Art and not on social agendas
- The Arts partner can help you to decide which art form or art forms to focus on based on your priority

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Any questions?

Get in touch ☺

Cath Shea: Arts Development Manager

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St.Helens Council

Wakefield Library Service / Carnegie UK Trust

Andy Wright,
Libraries Manager and Associate: Carnegie UK Trust
Engaging Libraries

Andy Wright

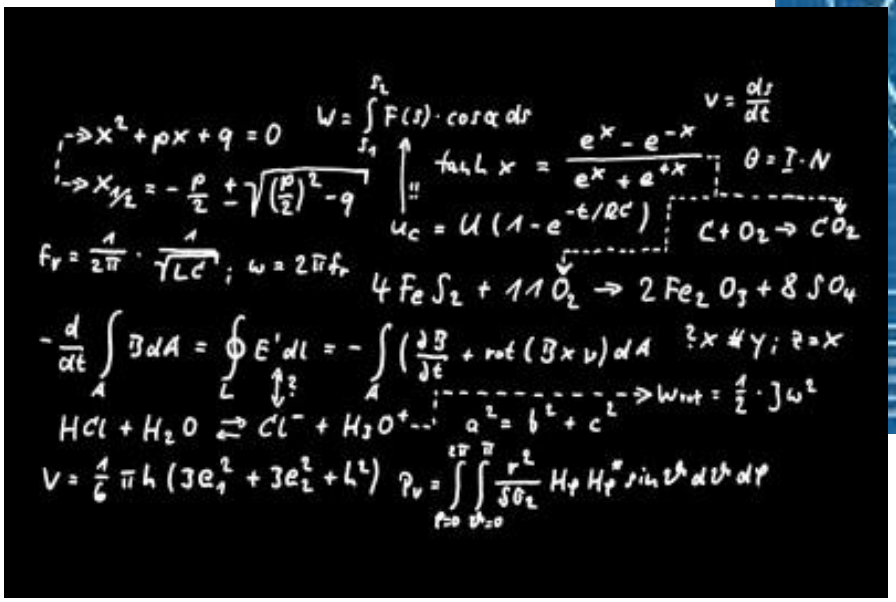
Libraries Manager, Wakefield

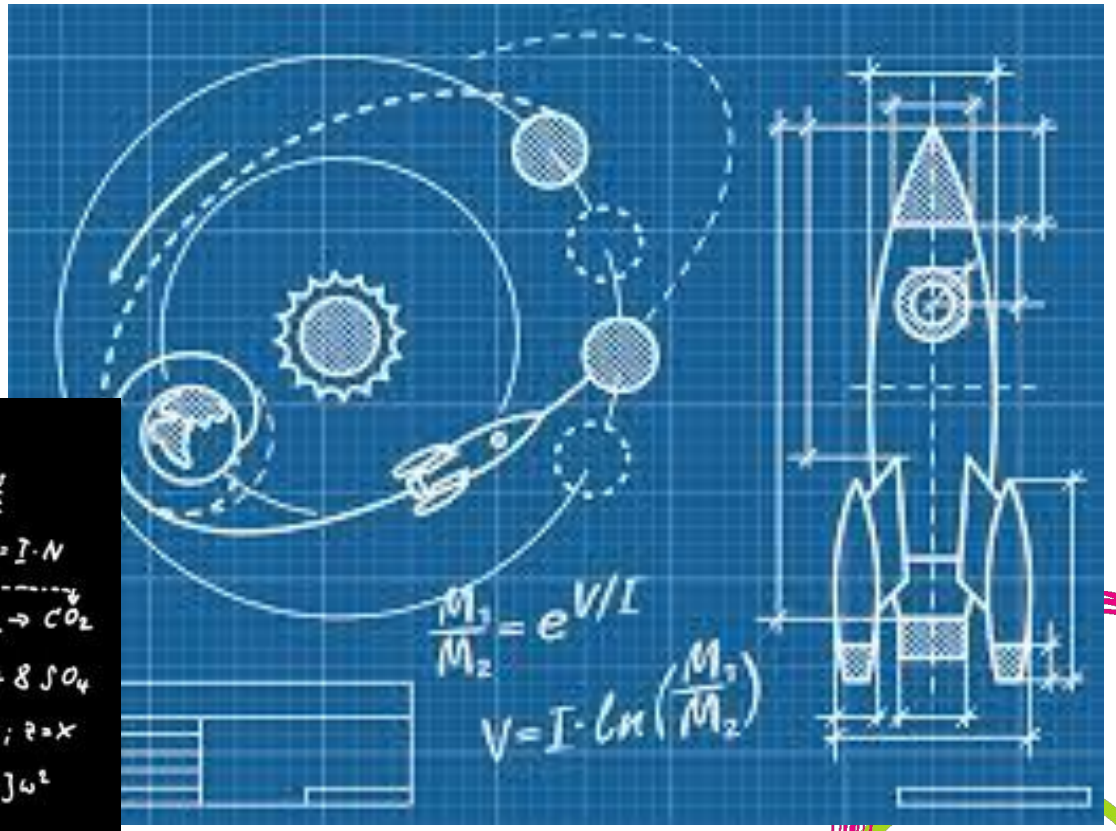
Associate: Carnegie UK Trust for *"Engaging Libraries"*

@LibrariandyW

Wakefield Libraries
Vibrant, accessible, inspiring

Engaging Libraries





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Libraries
Vibrant, accessible, inspiring

Engaging Libraries

Top Tips

- **Do not just chase money…..**
- **Understand your own organisation**
  - ? “Does this fit?”
  - ? “Is it worth the effort?”
  - ? “Have I got buy in?”
- **Be Proud of who you are**

Wakefield Libraries
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Engaging Libraries

•Be Proud of who you are….

"Freshly prepared in every restaurant, the chicken is seasoned with a secret blend of 11 herbs & spices and then hand breaded all day long by a certified cook"

"Greasy, incredibly unhealthy fast food, the chicken gives you wind, indigestion, constipation, and is proven to reduce your libido if you eat too much too often"

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Engaging Libraries

More Top Tips

- Take the help / getting an edge
- Understand the criteria
- Get the right partners on board
- Clarity

- If you don't get the money…..

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Practical Exercise 1: Developing your project

Feedback: What did you learn from exercise 1?

Step 2:
You've defined your project. Now what?

Step 2: You've defined your project, now what?

Debbie Lamb, Locality

Locality is the national network of ambitious and enterprising community-led organisations, working together to help neighbourhoods thrive

locality.org.uk

@localitynews

locality

What help is out there with bid writing?

Range of sources to access help and support:

- Local CVS
- Local authority
- Websites for evidence base - observatories
- Web searches

Funding source examples

- Local authorities – Number still have Cllr discretionary grants, area based grants, distribute grants

- Community Foundations – 46 in UK, direct donors to fund causes passionate about, over £65m pa, often small grants, good contacts and advice

- Range of grant opportunities open and close regularly – tens even hundreds
- How to find them?
- What are you experiences for accessing grants?

Funding and Support

Fine

Funding Information North East

Fund Raising

- Fund raising – events, activities, sponsorship, responsibility – B&Q, Coop
- crowd funding & share offers
- Soup approach
- others – examples from the room?

- Tell your story – create links through social media – Facebook page, find friends

Forest Hill Library Launch Fund

Project home | Updates 0 | Comments 0 | Supporters 203 | Contact project

Forest Hill Library is offering great rewards for backing this exceptional local hub. We need your help to maintain this community resource.

✔ **We did it!**

On 28th Nov 2016 we successfully raised **£10,310** of £6,000 target with **203** supporters in **56** days

Foyle Foundation Main Grants Scheme

- Grants to registered charities in the UK which have a core remit of arts or learning.
- Up to 500k - majority of grants will be in the range of £10,000 to £50,000.
- Learning - This strand is designed to support projects which assist with access to places of knowledge e.g. museums and libraries. Projects assisting those with special educational needs or learning difficulties are particularly welcomed.

Big Lottery goes regional

- Locally focussed staff getting closer to applicants/ grantees
- Easier Awards for All application
- Reaching Communities: Want smaller bids from those stuck between Awards for All & Reaching Communities
- Reaching Communities on hold till 2nd April (while changes are made)
- 10-15% drop off in ticket sales last year
- Some LA's considering their own lotteries

Grants for the Arts

- Open March 18, same amount up
- aims to inspire innovative partnerships between libraries and art organisations
- No longer library niche, same eligibility and timeframes
- Just under £100m, open to all so competitive
- public library/public library authority can apply

Heritage Lottery Fund

- Sharing Heritage (3 to 10k) – for any type of project related to community heritage in the UK. No match funding required
- Our Heritage (10 to 100k) – for any type of project related to national, regional or local heritage in the UK.
- Heritage Grants (100k+) – HLF's open programme for any type of project related to the national, regional, or local heritage in the UK

heritage lottery fund

LOTTERY FUNDED

Esmee Fairbairn

Art with a social impact

Builds engagement with culture in areas where there is low provision.

Enable the arts sector to support a more diverse range of arts professionals towards sustainable careers.

Place – revitalising community life

Work that motivates and enables communities to use their collective ideas, skills and assets to bring about change.

Vast majority of grants under 150k up to 3 years

The Clore Duffield Foundation

- The Main Grants Programme is open to registered charities (local authority cultural organisations are also eligible to apply).
- The majority of support is directed towards the cultural sector, and in particular to cultural learning and to museum, gallery, heritage and performing arts learning spaces
- Grants from 10k to £1m mostly capital

Research documents

Locality work & case studies of community managed libraries
http://locality.org.uk/projects/community-libraries/

What next?
https://librariestaskforce.blog.gov.uk/2017/09/05/community-managed-libraries-research-what-well-do-next/

Summary

- There are grant funding opportunities which come and go – but limited
- Fewer opportunities if run by local authority
- Need diverse sources of income
- Financial sustainability
- Use the space creatively to allow other groups to apply for funding
- Nurture the entrepreneurs
- Have a pool of people with the skills you need

Where to look for Funders

Suggestions in pack as starter for 10 – but new ones come up all the time

#NotWithoutMe programme, Carnegie UK Trust

- Funding 3 projects through digital inclusion accelerator
- Runs July - Dec 2018
- £3,000 development funding
- 6 workshops with sector experts to support design and build of projects
- Organisations with experience of working with vulnerable young people
- Applications close 5pm, 30 April 2018

Where to look for Funders

Suggestions in pack as starter for 10

We're focusing on 'other funders' but don't overlook Arts Council England - possibly first port of call

European Regional Development Fund (ERDF) and European Social Fund (ESF) - engage with LA Economic Development Teams and Local Enterprise Partnerships

www.fundingcentral.org.uk - guide to 4,000+ grants, contracts, loans

www.fundraising.co.uk - fundraising news, ideas and inspirations

www.dsc.org.uk - good site for ideas and resources

Can be long haul searching for funders. Ask others for advice - might save you lots of time!

Practical Exercise 2: Where are you going to look for support?

Feedback:
What did you learn from exercise 2?

Step 3: Getting the money: maximising the chances of success

Step 3: Getting the money: maximising the chance of success

Debbie Lamb, Locality

When applying think about ....

Before you start:

- Are you eligible and meet criteria? - governance
- What are you seeking funding for, why is it needed, evidence?
- Does the funding fit with your mission?
- Who can help?

- Have you got a good robust and accessible business plan with budgets?
- Is your project fully costed – explain your workings
- Are you credible? Don’t forget the basics - policies, procedures, annual accounts

- Read the guidance – research – two-thirds don't
- Answer the questions and think why are they asking – what do they want to know?
- Demonstrate you meet key criteria
- Allow enough time and resource – allow to blossom, others to check over

Think like a Funder

- Will your app help them to achieve their mission?
- Are you a safe pair of hands?
- Being a registered charity is not enough – say what makes your organisation special and prove it
- Make it stand out – make it exciting, innovative, reaching the parts that other libraries don't reach
- Community support
- Funders talk to each other, google you, check website entries, check social media

Rejection

- Understand common rejection reasons – not applying to right programme, poorly planned, not clear what money to be spent on, don't demonstrate fit with criteria

- Treat like a job application – make memorable
- Ask for what you need not what you think the funder wants to give
- Use guidance support themes – e.g. BIG have documents on: Identifying need, information checks, aims and outcomes ….
- Try not to take rejection personally!!! – think about the ratios

Summary

- Once have funding that is only the beginning.
- Take evidencing impact seriously – not just 'bean counting'
- Provide information in a way that works for you – celebrate with staff/trustees/community, video clips
- PR campaign – become funders 'darling' not 'bitch'
- Think about progression and next steps straight away
- Apply again but not relentless
- Grow and develop – the 'new new'

Questions to consider

Why is this project important?

Who is it important to?

Who will benefit?

What difference will your project make?

How will you maintain projects in the long term?

What is your project trying to achieve?

Need to cover both:

- Why does this matter? (big picture / context)
- What are you going to do about it? (detailed activities)

Feedback from conversations with Funders

Some moving towards more strategic approach to allocating funds, hence reducing overall pot for ‘one off’ applications

If doesn’t fit entirely with strategic approach, some only interested in funding ‘innovative’ one off applications

Success rate can be around 1 in 10

Very limited resource to engage with applicant communities. Direct applicants to website guidance - read VERY CAREFULLY and check steps needed before applying (eg. creating accounts)

Not ‘warm’ to funding gaps created by Local Authorities stopping funding activities

Feedback from Funders on library applications

Have a very strong asset base and some good ideas

Have access to a diverse audience

Level of ambition in applications is far too low

Good ideas but have seen many of them before

Bids generally weak in marketing and audience development

Generally weak in developing partnerships for applications

Be more externally focussed (break out of ‘library bubble’)

Far too many applications are vastly under costed. Make sure money is enough to achieve project aims - and build in contingency

Other hints and tips

Don’t assume funder knows anything about your project - tell them!

Show the fit between what you want to achieve and what the funder wants to achieve

Funder is assessing (1) whether the project is doable, and (2) whether you can do it - emphasise your experience / track record

It’s ok to start with a smaller project first, then bid again to scale up

Allow plenty of time for project design - co-create with partners / users

Think about legacy and how project can become self-sustaining

If not successful first time, get feedback, amend and re-apply!

Doesn't matter if the funder likes the project or not. You need to demonstrate that someone will like it and want to take part

Do something that excites you.
If it doesn't excite you, it won't excite anyone else!

Practical Exercise 3: Bidding for resources

Feedback:
What did you learn from exercise 3?

Step 4:
How your bids will be assessed - a bird's eye view

APPROVED
APPLICATIONS
REJECTED

Questions and feedback: What did you learn from Step 4?

Step 5:
You've got your money - hooray!
What next?

Delivery, reporting and evaluation

Line up rest of your organisation

Complete the paperwork - internally and Funders

Delivery - do what you said you'd do! But prepare to be flexible

Communications and PR opportunities - regularly promote project / library service; consider Councillor media opps...

Reporting on progress - internally and to Funders; use of data

Lessons identified - review regularly: what went well, what went less well, what do differently? Learn and adapt

Evaluation - embed from the start; share widely [masterclasses]

Questions and feedback: What did you learn from Step 5?

Wrap up and next steps

Next steps

We'll share the notes

We'll share everyone's email address

We'll do a blog on the workshops - including all speaker slides and final copies of the template, etc - once the four workshops are over (late March)

Any questions?

Email: librariestaskforce@culture.gov.uk

GOV.UK:
https://www.gov.uk/government/groups/libraries-taskforce

Blog: librariestaskforce.blog.gov.uk

Twitter: @LibTaskforce