

Animate: Grow

Grants between £1,001 - £12,000

**TOGETHER
GLOUCESTER**

MARCH 2024 - MARCH 2027

Applications Open: Friday 8 November 2024 Applications
Close: Saturday 18 January 2025 (midnight)
Decisions made by: Friday 21 February 2025

What is Together Gloucester?

Together Gloucester is a three-year programme that started in March 2024. The programme has been created with input from local communities and organisations from Gloucester. We invite everyone—communities, students, families, residents and visitors—to get involved in being creative and active - whatever that means to you!

Our goal is to celebrate what makes Gloucester special by supporting ideas and events that involve arts and creativity. To help make these ideas a reality, we're offering funding to plan exciting events that matter to you.

If you have an idea for an event or want to join in, we'd love to hear from you! Email:

TogetherGloucester@gloucester.gov.uk

For more information, please visit [our website](#). Let's work together to make Gloucester an even better place to live, work and enjoy.

What we want to change?

Together Gloucester Step Changes

Over the next three years and beyond we collectively aim to:

- Make Gloucester a better place to live, work and visit where everyone can enjoy fun, cultural activities
- Involve Gloucester's citizens in cultural decision making
- Boost the health and well-being of communities
- Help local organisations to work together more effectively
- Encourage Gloucester's citizens to celebrate their identity

About Animate: Grow

This fund will support projects that are representative of Gloucester's communities, stories, styles and art forms. It is important to show why how a project is connected to the community you are working with.

Our Animate: Grow fund is a pot of £69,000 for applications from £1,001 to £12,000 to develop existing or new events and activities in your community. We encourage you to apply only for the amount of funding you need to make your project successful. Please note that all applications of £5,001 and above need to have match funding of 40%. All applications of £5,000 and below do not require match funding.

Only one application may be considered per organisation. We will also consider applications where an organisation may be mentioned as a partner on multiple projects and have also applied individually.

Eligibility Criteria

All projects supported by Together Gloucester in this funding round must:

- Take place between April 2025 and 31st March 2026
- Have a strong connection to Gloucester and take place in Gloucester
- Provide exciting creative arts activities which engage local communities and have a public benefit to residents of Gloucester
- Demonstrate a commitment to accessibility, inclusion and environmental sustainability
- Not have already taken place / be seeking funding retrospectively, though a new development of an existing project is eligible.
- Be free to attend/take part and not for profit

The organisation or individual applying must:

- Not have received Arts Council England National Portfolio Organisation funding for the activity you are applying for
- Be either a legally constituted organisation or if applying as an individual include a letter of support in reference from an organisation about you and to demonstrate that you are not seeking commercial income.
- Have a bank or building society account

What can be funded?

The Animate Over £1,001 Fund seeks to support projects that:

- Have a strong connection to Gloucester and take place in Gloucester
- Provide exciting creative arts activities which engage local communities and have a public benefit to residents of Gloucester
- Benefit residents of Gloucester through cultural activity or development that addresses an identified gap in current provision
- Demonstrate clear planning, delivery and evaluation methods
- Contribute to one of Together Gloucester five step changes
- Evidence project and budget management skills (e.g the budget balances)
- Demonstrate a commitment to accessibility, inclusion and environmental sustainability

How to Apply

1. (Optional) Attend one of our advice sessions taking place in communities and/or read this guidance on eligibility and what to include in the application.

2. [Click Here](#) to fill out an online application.

You can tell us about your project in whatever format, way or order that makes most sense to you / your project, this can be in writing, audio or film. You can also send us a couple of examples or links to help illustrate your project. There will also be some tick boxes on sustainability and accessibility/inclusion for you to fill in. Don't forget to attach your budget for the project.

3. You will be contacted following the closing date after the panel has reviewed your application.

What to include in your application

- What would you like to make happen and why?
- Describe the community* you plan to work with
- How do you know the community wants this to happen?
- How will you make sure the community are able to take part? Consider accessibility
- Tell us about who else will be involved. This might include artists, other creative organisations...
- Where will it take place? Please make sure you have considered permission before you apply .
- What impact will it have on the community you are working with and how will you measure this?
- Your plan and timeline: when it will happen? Please include key dates and milestones
- Your detailed budget: using the template provided, what will you spend the money on? What are your sources of income?

* Communities can be defined by: A shared interest or experience; A geographic area; Innate personal characteristics (i.e. age, gender, race, ethnicity); Values and beliefs (i.e. religion)

Assessment Criteria

The panel will score your application on how it:

- Demonstrates a strong connection to Gloucester communities in the following ways:
 - you live or work in Gloucester now;
 - you grew up here but moved away;
 - you are partnering with a Gloucester organisation on the project (but not just as a venue or space);
 - your idea is 'of' or 'about' Gloucester, and you are the right people to deliver it.
- Provides an opportunity for Gloucester residents to engage in high quality creative and cultural activities
- Meets the aims of the TG programme and will contribute to one or more of the step changes
- Demonstrates that the community highlighted an interest or need for this activity
- Will enrich the lives and/or develop the skills of local people
- Fills an identified gap in existing provision
- Will work with underrepresented groups.
- Is deliverable within the timescale and budget
- Will be accessible and inclusive
- Will be delivered in an environmentally stable way
- Has a budget that is fair and represents values for money and is balanced

Assessment Criteria

The panel will assess all high scoring applications together with the following balancing criteria:

- Is there enough variety in types of creative activities and artforms being funded?
- Is there a geographical spread of activity taking place in the city instead of concentrated in one location?
- Has the project taken place before has the project been funded previously? If yes, have there been steps taken to develop a financially sustainable model for future iterations?

Scoring

The panel will score each answer in your application using the following scoring system:

- 0 (Poor) - Does not answer the question, or does not consider any relevant criteria
- 1 (Moderate) - Addresses some of the criteria but there are gaps or weaknesses
- 2 (Good) - Meets criteria
- 3 (Outstanding) - Meets and exceeds criteria

The project

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- Has the project taken place before has the project been funded previously? If yes, have you taken steps to develop a more financially sustainable model diversifying income streams for future iterations?
- If you have been successful in applying for other Together Gloucester funding within the same financial year, priority may be given to first time applicants.

What happens next?

Step 1: Representatives from Together Gloucester's Citizen panel and Strategic partners will individually score your idea against the assessment criteria.



Step 2: Once scored, a meeting will take place between the citizen panel and members of the TG strategic partners. We want to make sure the overall group of funded projects are representative of Gloucester's communities, stories, styles and art forms. They will make recommendations for funding.



Step 3: We will inform you of your outcome with any conditions recommended by the panel. This may include confirmation of any relevant permissions required; budget clarifications; and/or references.

We aim to offer individual feedback for all applications however where this is not possible due to a high volume of applications we will follow up all unsuccessful applications with an overview of the panel's thoughts across all applications.

Successful Applicants

As part of the condition of funding, successful applicants will sign a funding agreement where they agree to:

- Inform funders of projects dates and key milestone
- Reference/ acknowledge funders in marketing / use of Together Gloucester logos
- Maintain openness and transparency with funder on project specifics
- Ensure plans do not deviate from the application without knowledge and consent of funder
- Submit an evaluation form after the project has been delivered
- Invite funders to the final event, presentation or other opportunities, so we can see the work in action.

Whilst applicants are expected to carry out their own marketing; Gloucester City Council and Gloucester Culture Trust can assist with advice, contacts and support with marketing through their existing websites and social media channels.

The evaluation will be required for release of the final payment 20% of funding and must include the following:

- An audience and participation survey conducted online or in person (answers must be recorded).
- Detailed final budget of the project.

Budget Tips

- We want to be able to assess whether your project is fully thought through and deliverable. We have provided an example budget template for you to use as part of your application. You don't need to use this if you prefer to present your budget in your own way.
- We look for budgets that are fair, make sense, and will deliver what you need to do.
- Remember that your budget also tells your story - if something is important in your project, make sure it's also clear in the budget.
- Make sure your budget is based on reality - get some quotes and check how much things cost as you're pulling your plans together, this can also help you get agreements on things people will provide for free or 'in kind' (like rehearsal space, specialist advice etc.)
- Include 'in kind' agreements in your budget in both the income and expenditure sections - this helps funders see the true value of your project and can help you reach any match funding you might need.
- You don't need to have match funding and you will not be more likely to succeed if you do have match funding in place.
- If your plans mean that you do need additional funding, make sure you tell us how you plan to get it, and what you will do if you don't get it.
- You must include 'fair pay' for everyone involved. You can get guidance on fair rates of pay from organisations like [Equity](#), [ITC](#) or [Artists' Union England](#) - or drop us an email if you need advice.
- Don't forget accessibility - what do you need to put in place to ensure your project is a great experience for everyone - creatives, employees, participants, and audiences?
- You do not need to be a registered company or charity, but if you are a freelancer, you will need to be registered as self-employed and pay your own tax and national insurance. You can arrange for your budget to be held and managed by a trusted partner or producer if you would prefer this for access or other support reasons.
- It's OK if once your project starts, your plan or the way you use the funding, changes, as long as you're still working on the same idea. Just make sure you keep in touch and let us know what's happening.

Together Gloucester Partners

