



## The Experiencing the Arts Fund

*Creative learning through the Arts*  
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Cyngor Celfyddydau Cymru  
Arts Council of Wales



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## Experiencing the Arts Fund

### Igniting the spark...

Experiencing the arts can be inspiring, challenging, engaging, and fun, and has an important part to play in the learning experiences of our young people wherever in Wales they live.

We believe that our children and young people should have the chance to be inspired and excited by the best that the arts in Wales has to offer. So, as part of the Welsh Government/Arts Council of Wales joint-funded *Creative learning through the arts – an action plan for Wales* programme, the Experiencing the Arts Fund aims to provide children and young people with opportunities to engage with arts and cultural activities as a routine part of their wider learning experience.

Schools can apply for up to £1,000 for help towards visits to theatres, galleries, museums and other arts, heritage and cultural events and venues. Schools and arts organisations can apply for between £5,000 and £15,000 to develop exciting, new, innovative, participatory projects. We are particularly interested in receiving applications involving schools that have not yet benefited from Creative learning through the arts funding to date.

### An initiative rooted in policy

The Experiencing the Arts Fund is one of the commitments made in [Creative learning through the arts](#). The fund was launched in March 2016 to help deliver a major strand of this action plan, the **All-Wales Arts and Education Offer**.

This guidance will help you decide if the **Experiencing the Arts Fund** is right for you. It will also explain whether the project you're thinking about is the type of thing that we're able to support. Finally, we tell you how to go about making an application for funding.

### Encouraging schools to go one step further

The Experiencing the Arts Fund is about encouraging schools to provide children and young people with opportunities to go 'one step further' in their explorations of creative, cultural and arts experiences. People who are arts enthusiasts in later life will often point to a specific event or experience in their school age years that got them excited about the arts. There are two strands of support on offer. The first is a simple 'Go and See' scheme offering funding for straightforward visits to high quality arts events. The second, 'Creative Collaborations', makes a few more demands but it offers higher levels of funding that will allow you to pursue more ambitious proposals and partnerships. There are two options of Creative Collaborations – Tasters and Projects.

### Go and See: High Quality Arts Activity

Schools can apply for small, one-off grants of up to £1,000 to fund single visits to high quality arts events in venues across Wales. Go and See experiences could include visits to performances and exhibitions, or visits to experience arts professionals developing and creating their work.

Go and See funding is growing in popularity and lots of schools and learners are already benefitting from high-quality arts and cultural experiences outside the school and classroom

environment. You can read about some of the Go and See experiences schools and learners have been enjoying on our website, [here](#).

## Creative Collaborations

This strand focuses on arts, cultural and creative activities that are out of the ordinary and not run-of-the-mill. Schools and/or arts organisations can apply for funding of between £5,000 and £15,000 to develop more ambitious and sustained projects.

This is your opportunity to exercise your imagination and your entrepreneurial sense of creativity. The range and type of project that could be supported is wide open: it could be a large scale 'experience the arts' event taking place in venues over a period of time; it might be a project that collaborates with a number of schools; you might be interested in longer term arts/cultural residencies in schools; perhaps you'd like to experiment with a project involving creative practitioners working in multi-media studios, music residencies, digital storytelling projects, or guerrilla arts. Surprise yourself (and us)!

We expect applications to be **innovative**, demonstrate **additionality** and to involve a significant **collaboration** between arts or creative sector organisations, teachers and learners, and we expect applications to clearly demonstrate that schools and arts or creative organisations have worked together on developing the idea for the project. We are particularly interested in proposals that can demonstrate a strong element of learner choice and voice.

There are two options for you to consider:

### Creative Collaborations: Tasters (applications of £5,000 to £7,500)

Creative Collaborations Tasters should focus on smaller scale projects **with a strong element of experimentation and/or creative risk taking**. They may involve elements of research and development. These projects are about 'dipping a toe in the water' and the emphasis should be on innovation, building new creative partnerships, on trying something completely new. We're interested in the journey that partners will go on together to tackle identified challenges. Evaluation of these taster projects is critical, and we will want to understand how what is learned over the course of the activity will be used to future benefit.

### Creative Collaborations: Projects (applications of £5,000 to £15,000)

Creative Collaborations Projects should be proposals for **larger-scale new and innovative work**. You might decide to apply for funding to develop and build on previous work, clearly demonstrating how you will go 'one step further', and how insights will be used to achieve additional benefits for participants. You might decide to apply to develop a project with existing partner/ partners, or with new partners - or both!

You can read about some of the Creative Collaborations Projects currently in progress on our website, [here](#)

With Go and See and both Creative Collaborations Tasters and Projects, the important thing is that the applicant

organisation/s is able to demonstrate how the proposed activity contributes to and enriches learning and how it offers learners something new and stimulating. We're looking for projects that really will try and make a difference.

### What will we pay for?

There are a few bits of administrative housekeeping that you'll have to take into account. We're only able to support projects that are **new and additional to your usual activities**. We can't support existing core teaching, projects that are already happening, or projects that are going ahead anyway with or without our funding. This is about new activity; the principle of 'additionality' is very important.

We are not able to provide funding for capital expenditure/the purchase of equipment. We're able to provide **up to 90% funding** for approved proposals, and match funding can be a mix of cash and in-kind support. We cannot fund activities that are already scheduled and included in existing budgets. For Creative Collaborations, we would also expect any identified administrative costs to be less than 10% of the total project costs. Finally, we're not able to provide funding for access to arts venues or events that are outside of Wales.

We know that for some schools the particular issues that they face will be different to others. For example, where a school is in an area of high economic disadvantage or in a very rural area with poor public transport, or where a Welsh medium school is in an area with little access to Welsh medium arts or cultural opportunities, we will look especially carefully at the case you make for funding.

We don't have a monopoly on good ideas. So we don't want to be overly prescriptive in setting out what we will and won't fund. However, a few pointers on some of the things we are prepared to consider:

### Go and See: High Quality Arts Activity

- Coach hire or other public transport costs. We expect you to use the most economical means of transport practicable.
- Ticket costs. We expect you to take advantage of discounts and block booking opportunities where these are available.
- Workshop costs. These must be hosted by the venue during the period of the visit.

Go and See is open to all maintained schools in Wales.

### Creative Collaborations

- The professional fees of artists, creative practitioners and arts organisations fees.
- The costs of materials.
- Equipment hire and technical support.
- Purchase of software, or a maximum of 12 months' access to an online platform e.g. for a coding based project (we cannot support the purchase of equipment and hardware).

Some schools are already benefitting from funding provided under our [Lead Creative Schools scheme](#). We regret that we can't offer further funding that will benefit children who are already receiving assistance with their creative learning activities through Lead

Creative Schools. Creative Collaborations funding is therefore not available to schools involved in delivering a Lead Creative Schools project. However, these schools are welcome to apply/participate in Creative Collaborations activity once their Lead Creative Schools project has ended.

### **How to apply for our support**

For **Go and See**, applications can only come from a school.

For **Creative Collaborations**, applications can come from either a school, or from an arts/ cultural organisation. Either way, we'll need to see clear evidence of the partnership and collaboration between school, or schools, and arts organisation(s), we would expect to see this detailed in letters of support. You will also need to detail what role each partner will play in the proposed activity.

For both strands, you'll need to complete an application form using our online application process, which can be accessed on our website [here](#).

The kind of information we ask you for at point of application is:

- An outline of the activity that you want us to fund;
- The total cost of the project and the amount of grant you are requesting;
- How the (minimum) 10% of total project costs will be matched;

- Information on the group(s) of young people who'll be benefitting from your project (including pupil ages);
- Information and data on the outcomes you expect to achieve (for example, how many children will benefit);
- A summary of intended impact and how the project will contribute to this;
- A description of your school(s);
- An explanation of how the activity you are asking us to fund will be additional to your usual creative activities.

You'll also need to give us the contact details for the organisation and individual within the organisation who'll be leading this project.

### **Deadline for applications**

There is no deadline for **Go and See**, which means schools can apply for funding at any time. In most cases, you will normally hear within 3 working weeks whether your application has been successful or not, so we would encourage you to submit your application well in advance of the event you wish to attend - a minimum of 4 working weeks to allow for our grant making process.

**Creative Collaborations** (deadlines will be published on our website and announced in our Creative learning through the arts bulletin.

## Learning from what's happening

As with all publicly funded projects it's important that we include some monitoring and evaluation of what's happened. This helps us to check that projects did happen. However, equally importantly, we want projects to teach us about the best ways of bringing the arts and culture and education together to improve creative learning.

We want the programme to have a tangible legacy. So at the end of your project, we'll ask you to provide us with a short report on your activity and whether your anticipated outcomes were achieved. We will provide you with a template for this purpose. For **Go and See**, we'd also like you to include some short reviews from your pupils.

## Find out more

We know that making applications takes time and effort. We're here to help. If you're thinking of applying for Experiencing the Arts funding, we'd be happy for you to contact us to discuss your proposal. Email us at [creative.learning@arts.wales](mailto:creative.learning@arts.wales)

### Application top tips:

- If you have received any previous funding from us, please make sure that you have returned an evaluation form so that grant can be closed. We are unable to release further funding until this has happened.
- This programme is ring fenced for school aged children starting from

nursery up until the age of 16. Please note that we are unable to fund post 16 education, including FE Colleges and Sixth Form.

- In competitive funding rounds priority will be given to schools that are yet to benefit from Creative learning through the arts funding.
- We cannot fund capital expenditure; e.g. Purchasing equipment.

### Go & See

- Please include the exact date that you hope the trip will take place.
- Make the high quality arts focus of your trip clear.
- Activity must occur in arts venues and not within school.
- We are unable to fund activity that you have already booked.

### Creative Collaborations:

- Clearly demonstrate the expressive arts focus in proposal.
- Include letters of support from all key collaborators.
- If you are including any 'earned' or 'matched' income on your budget sheet, please indicate in the body of the application how this will be achieved.