



ArtHouse Jersey

ARTHOUSE JERSEY SEED FUNDING 2020 APPLICATION GUIDANCE

INTRODUCTION

Please read this guidance carefully. It will help you understand what we fund, what we don't fund, what will be required of you and how the assessment process works.

We have tried to make this process as simple as possible, but you will need to be prepared to dedicate the time to craft a compelling application if you are to be successful. Emma Oxenham, Operations Manager, is here to help you, particularly if this is the first time you have applied for funding or do not feel confident filling out forms. We want to ensure that we receive clear, well thought out applications so do make use of these resources to maximise your chances of success.

WHAT IS ARTHOUSE JERSEY SEED FUNDING?

ArtHouse Jersey is a registered Jersey charity. ArtHouse Jersey Seed Funding provides financial assistance to local artists and artists linked to Jersey who are seeking to pursue a career in the arts in any discipline. We fund artists who want to create work that will entertain and inspire audiences both locally and internationally.

The artists we support are seeking funding to either:

- support the development of a new project; or,
- support the development of their artistic skills.

ArtHouse Jersey's Seed Funding Sub-Committee decides which applicants are awarded funding. It is an official Sub-Committee of the ArtHouse Jersey Board and is chaired by a Board member.

WHAT/WHO DO WE FUND?

- Artists of any age working in any discipline - performing arts, literary arts, music, visual arts, technical artists, film etc.;
- Artists working towards a career in the arts;
- Artists already operating in a professional capacity;
- Local groups or companies that represent a collective of artists who are making original work;
- Proposals that have a clear start and endpoint.

WHAT/WHO WON'T WE FUND?

- People who practice art purely as a hobby and are not progressing towards a professional career within the arts;
- Artists do not need to be living in Jersey full-time, nor do they need to have been born in the Island, but they do need to have proven significant links to Jersey;
- Artists or groups who haven't explored other relevant sources of funding for their proposed activity or have the ability to raise alternative sources of funding;
- Artists who cannot demonstrate a genuine need for funding;
- Established community groups, companies and organisations whose core aim is not the creation of new work;
- Activities without realistic or deliverable plans;
- Activities that are not related to the arts;
- Activities that have already taken place;
- Activities that provide no potential benefit to the public (current or potential);
- Initiatives raising funds for charities other than ArtHouse Jersey;
- Tuition fees for full-time education. ArtHouse Jersey administers the Olive Brown Bursary for performing arts students, which is given annually. Please contact us for more information;
- Travel costs alone; please visit the [Rivington Trust](#) website for more information about support for travel relating to cultural experiences;
- Fundraising and maintenance costs;
- Government departments or organisations;
- We generally wouldn't fund living costs or equipment purchases but these can be considered under exceptional circumstances.
- Costs associated with starting up a business or as a freelancer

HOW WE ASSESS APPLICATIONS

Before writing your application please consider the following questions and ensure that you are addressing them.

Artistic quality

- Is the proposed activity of high quality?
- Are the activity's artistic aims clearly expressed?
- How strong is the artistic idea?
- How realistic is it that you'll achieve your artistic ambition?
- How much will the activity develop your skills?
- What previous quality work can you point to?
- Are any partners involved working at a high level of quality?
- Is the wider art form/sector impact of the activity likely to be strong?

Planning and management

- Is a good plan in place?
- How will the activity be managed?
- Is the activity achievable in the timeframes set out?
- Do we have enough detail to understand what is happening and when?
- Is the activity realistic and well planned? For example, if you're seeking funding to support a tour, what is the schedule and are dates at a suitable stage of confirmation?
- Can you demonstrate an ability to manage the activity successfully?
- Can you show how you've successfully managed similar activity in the past?
- Is the activity supported by appropriate partnerships? Is their commitment confirmed? What evidence can you provide?
- Have you considered what risks might exist? How will you mitigate any risks you identify?

Public engagement and benefit

- How will the public engage with the activity, either immediately or in the long term?
- How many people will engage? How many people will benefit? Are you being realistic?
- Can you clearly identify target audiences for the activity?
- Does the activity increase opportunities for practitioners or audiences who

- are or might become engaged in the arts?
- Are plans to market the activity well defined?
- If there is no immediate opportunity to engage people, can you show how the public will be engaged in the future?
- Have you considered access and diversity?
- Is there a demonstrated need for your activity? How do you know this need exists? Who needs it? Why?
- Is there an audience for your activity? Who wants it? How do you know?
- How will the activity be marketed? Is there a plan in place?
- Is there scope for outreach sessions or further ways the activity/elements of the activity can positively impact the local community?

Budget and finances

- Is the budget reasonable and appropriate for the activity you're proposing?
- If you're anticipating funding from partners what assurances do you have?
- What measures will you put in place to manage the budget?
- If you're proposing the purchase of assets, are these purchases justified?
- Is the budget appropriate for the activity that is planned? Is the amount of money you're asking for suitable for the scale and type of activity? How appropriate are the areas of income and spending?
- Are all items in the budget relevant and reasonable?
- Are fees or wages appropriate to the context?
- Have quotes for assets been appropriately researched for any asset purchases (minimum of three quotes)?
- Does the application show that the activity is attracting income from other sources? Have all potential income sources been explored? Is any other income confirmed?
- Has cash flow been adequately taken into account?

Impact and evaluation

- Are plans in place to assess how successful the activity has been once complete?
- Are plans in place to assess how successful the activity is in relation to its initial aims and objectives?
- Is evaluation being conducted throughout the activity and if so, how?
- Are plans to evaluate the activity appropriate and achievable?
- What format will evaluation take?
- How will any evaluation reporting be reported to/used by ArtHouse Jersey?

OK, SO HOW DO I BEGIN?

Read this guide and familiarise yourself with the application form, but before you start filling it out arrange a phone call with Emma. You can reach her on emma@arts.je or on 01534 617521.

We strongly advise you speak with Emma ahead of applying to ensure you are providing all the necessary information. If you haven't provided sufficient information in the right format you will be informed that the Sub-Committee won't be considering your application and provided with an overview of what they thought was missing.

When you speak with Emma, she'll ask about what you intend to apply for, provide advice about issues you need to address and generally help you think about the key things needed for a compelling application. She knows what the Sub-Committee is looking for in an application and will give you informed and honest feedback, acting as a critical friend.

If it is felt that your proposed application is unsuitable, Emma will explain why and point you in the direction of alternate funding sources, direct you to other organisations that may be better placed to assist or set you up with professional advice through ArtHouse Jersey's *'Meet the Producers'* programme.

Once you have spoken with Emma, start filling out the application form and answer each question with as much information as possible. We want to receive well thought out applications that address each question in detail. Do not miss out information and assume that we will fill in the gaps - this is a fair process and all applications are considered on their merits.

If any of the questions don't make sense, if you are unsure of how to answer them or if you need support with completing the application please do not hesitate to contact Emma -she's there to help you.

WHEN SHOULD I APPLY?

There are four rounds of funding each calendar year. For 2020, applications need to be received by 5 pm on the dates set out below:

- 1 February;
- 1 May;
- 1 August;

- 1 November.

Any applications submitted after this date and time will be considered in the following funding round.

Please make sure that you are applying at least three months before the activity you are seeking funding for is due to begin (so, for example, if you are applying for funding for an exhibition that will take place on 15 June you will need to apply by 1 February). We receive a large number of applications and give each its due consideration; you can expect a decision within two months of the deadline (so, for example, if you apply on 1 February you can expect a decision by 1 April). Sometimes you will receive a response sooner; sometimes extenuating circumstances mean that the process takes a little longer, but two months is what we aim for.

FUNDING DECISIONS

There is only limited funding available and not all applicants are successful. Once the Sub-Committee has met and considered your application you will receive an email informing you whether or not your application has been successful.

WHAT WE EXPECT FROM SUCCESSFUL APPLICATIONS

If your application is successful, you will receive a contract outlining the terms and conditions of your funding. It is important that you read through and understand the contract before signing both and returning a copy. We expect the conditions of the contract to be maintained, the activities to be delivered as applied for and for you to publicly refer to ArtHouse Jersey's support as stipulated in the contract. Any changes or issues need to be communicated with us immediately.

As a recipient of our funding, we will expect for you to acknowledge the support you have received and be an ambassador for ArtHouse Jersey. This will include contributing to our marketing campaigns and in turn supporting us achieve our charitable aims where appropriate.

As well as ongoing conversations, Emma will request an update of your activity at regular intervals. This information will be used to ensure your activity is going as planned, if there are any issues and to inform our social media, website and newsletter content.

When you return your signed contract, you will also include an invoice for the grant amount which will be paid to you upon receipt.

If your application is unsuccessful, we will offer feedback and reasoning for the decision. We don't want you to be put off applying for funding or engaging with ArtHouse Jersey in the future and will be clear as to why you were unsuccessful.

IS THERE ANYTHING ELSE?

Finally, please bear in mind two important factors that the Sub-Committee will take into account when considering all applications: your development as an artist and previous funding received.

We're interested in how you are developing as an artist. How are you challenging yourself, how are you improving, and how are you avoiding stagnation? What progress can you show us that you've made since you started on your journey? What is your ultimate goal? What are the steps along the way? How far have you come?

And if you've already received funding from ArtHouse Jersey, (or as we used to be called, the Jersey Arts Trust), how impactful was it? Did you achieve what you told us you would? How did it move your career forward? What is a good investment?

We look forward to receiving your application