**Croydon London Borough of Culture 2023**

**Ignite Fund - Large Grants**

**GUIDANCE NOTES**

**Section A: Your details**

Applications must come from constituted organisations. This could be a charity, CIC, business, or community organisation. You must have a governing document or constitution, have a bank account in the organisation’s name and have been operating for at least 12 months. We will need to see your last annual accounts and proof of bank account before any payments are made.

At this stage we just need to know what type of organisation you are and how long you have been operating.

**Tell us about the people and communities you usually support / work with / involve**

Here we are looking on information about what specific communities you usually work with and who your audiences usually are. If you have any diversity statistics it would be helpful to include them here and if you have any specific art form, age range or other focus for your work, please give details.

**Tell us about the governance of your organisation and your trustees / senior management**

We are expecting the majority of Ignite Fund Large Grants recipients to be applying to Arts Council England for match funding for their project. ACE lottery grants are now prioritising organisations that are diverse led and do specifically ask about the diversity of organisations’ trustees and senior management in their application process. It would be helpful to know what % of your trustees / governing body and senior management are:

- Female, LGBTQ, Disabled, d/Deaf, Global Majority (Black, Asian, or other non-white ethnicity) or from Lower Socio-Economic Backgrounds.

- whether you have any development plans relating to increasing diversity at senior level.

- how the communities you work with and for are represented on your management and governing bodies.

**Tell us if any members of the LBoC steering group are involved with the project.**

We are asking members of the steering group to help in the initial assessment of Ignite Fund bids, so it is appropriate to ask if any members are directly involved in your project to avoid conflicts of interest.

The full list of current members and their organisations is:

|  |  |
| --- | --- |
| Lizzie Lambie | FMM |
| Paula Edwards | John Whitgift Foundation |
| Flynn Le Brocq | LMP Paul Connolly One Croydon |
| Sheree Vickers | SAVVY |
| Daniel Winder | Stanley Arts |
| Carolyn Forsyth | Talawa |
| Ray Oudkerk | The BRIT School |
| Ian Taitte | Think Events |
| Becky Atherton / Holly Graham | Turf Projects |
| Flo O'Mahony | Zoo Co |
| Barry Gooden | Croydon Carnival |
| Andrew Brown | Croydon BME Forum Alyson Frazier Play for Progress |
| Shaun Webster | Croydon Bid |
| Andrew Taylor | Mr Fox |
| Angela Martin | The Croydonist / Cro Cro Land |
| Anusha Subramanyam / Vipul Sangoi | Beeja Dance Cherilyn Yeates Club Soda / Gig Buddies |
| Claire Cunningham | Agudo Dance Company Boris Witzenfeld Upper Norwood Library Hub |
| Esther Sutton | The Oval Tavern / Pubwatch |
| Ian Anantharajah | Beats & Eats |
| Katie Hurley | Croydonites |
| Kendra Horsburgh | Birdgang |
| Lata Desai | Subrang Arts Leoni Descartes Matthew's Yard |
| Noreen Meehan | Great North Wood Collective / Crystal Palace Festival |
| Paula Goodwin | Croydon Pride |

**Section B: The Project**

**1a.Please give a short description of your idea**

We will use this for marketing and promotion only if your application is successful.

**1b. Please give us a more detailed description of your project.**

You might want to include some information as to how the idea came about and why, how you think it complements the existing programme, how it relates to our LBoC themes, what about the project is new and unique, what the artistic process will entail and who the partners would be.

**2. Tell us about the people and communities who will benefit from this project**

Here we are keen to hear about the specific people and communities who will be involved in the project or will be most interested in attending. Are you working with any specific communities or neighbourhoods? Is the project aimed at any specific age ranges? Are you hoping to involve any groups e.g., LGBTQ+, Global majority communities etc?

**3. How will your activity support our key system change objective of ‘a fairer society’?**

***A Fairer Society***

Does your project increase representation with more artists / audiences from global majority communities and under-represented groups involved? Are you hoping to work with or involve a wide range of socio-economic groups? Do you have any ticketing or other plans that support more disadvantaged communities?

**4. Will your activity also support any of our other key system change objectives, and if so, how?**

***Young People are more supported***

Will young people be involved in creation and delivery of your project, and if so, how? Is your project aimed at young people in any way? Our definition of Young People is under 25.

***More active communities and citizens***

Describe any participatory elements of your project and who you hope will be taking part. Include details of any specific age ranges, communities, and groups. Do you have any volunteering opportunities – LBoC will be co-ordinating a borough-wide volunteering programme so we might be able to help you in recruiting volunteers.

***A Greener cultural sector***

Have you assessed the carbon footprint of your event and have you taken any steps to minimise this? Are you signed up to any of the support agencies that are supporting the move to a carbon neutral cultural sector e.g. Julie’s Bicycle? Does your project include any support for the move to a circular economy e.g. buying locally?

***Healthier Communities***

Does your project support any of the Council’s heath priorities including supporting mental health, tackling isolation & obesity etc. Is any activity taking place in any of our parks and green spaces?

**5. When will your event take place?**

The timeframe for Croydon’s London Borough of Culture programme is 1 April 2023 to 31 March 2024. If you have a specific date, please let us know. Please also let us know if this date is flexible. We are keen to see a spread of events across the 12 months of the programme

**6. Where will your event take place?**

All LBoC events must be primarily based within Croydon but can have additional events / performances outside the borough. Please let us know about any locations you have in mind and whether these are fixed or not. We are keen to see a good spread of events across the borough and between the town centre and our neighbourhoods. We can help you find a venue for your event if you do not already have one.

**7. How will you work with others to deliver the event?**

Here we are keen to know who else will be involved in your project. A key aim for LBoC is to support, showcase and develop Croydon artists. We do, however, also want to raise the collective ambition and national profile of our cultural sector through new partnerships and the involvement of national and international artists.

Please tell us about any artists or arts organisations involved in your project. Include detail of their role and a short bio / link to an online bio. Copy and paste the table if you are working with more than one artist or arts organisations.

Please note we are not expecting all Ignite Fund supported projects to be involving non- Croydon artists but are hoping to see a number of artists from outside the borough involved in the overall programme.

**8. How will you ensure that your event is accessible to people with different needs?**

Here we are keen to know what plans you have to make your project as accessible to everyone as possible, irrespective as to whether you are specifically working with d/Deaf or disabled groups.

If you need help or advice with this then you can approach members of the BoC Steering Group, and wider Access Advisory Group, including Club Soda, Drunken Chorus, Gig Buddies, SAVVY Theatre, SLiDE Dance or ZooCo.

**9. What legacy will your project leave behind?**

Tell us what you perceive the ongoing legacy of your project to be and how do you think it contributes to a broader legacy for Croydon from the Borough of Culture year.

**10. Please tell us how you plan on marketing and promoting your event to the communities involved and to the wider public.**

Include details on any print and publicity, any planned social media activities, and any media partnerships you might have in place.

We are also keen to hear about any ticketing or engagement activities that ensure people of all socio-economic backgrounds can be part of Borough of Culture

**11. How will your event draw audiences from beyond Croydon and help in the rebranding of the borough as a destination for culture?**

Supporting Croydon artists and developing local Croydon audiences for cultural events is a key objective for BoC. However, we are also keen to use our year in the spotlight to promote Croydon to the rest of London, and beyond, as a destination for culture.

Consider how the artists, project, art form and marketing strategy for your event will, alongside engaging local communities, also draw audiences and engagement from beyond the borough to Croydon.

**SECTION C: Budget**

We will require a detailed budget if your application is successful, but at the moment we just need an overview of what the total costs are expected to be broken down into broad headings. Ideally this should detail artistic spend, marketing spend, overheads and management and any larger individual budget items.

We also need to know how much you are asking us for and whether you have already secured any other funds for the project. Projects with match funding which allow our limited resources to ‘go further’ will be preferred. Any confirmed additional match funding should be listed separately in the table provided.

We would also like to know about any additional match funding you are hoping to apply for, if your Ignite fund application is successful, and where you would expect this to come from e.g., ACE Lottery, NHLF. Again, please list these separately.

You can apply to us for a grant of £20,000 to £50,000. We expect the average grant to be £30,000. The grants will be issues in two ‘tranches.’ The first tranche, from a guaranteed pot of £125k, will involve 3 – 5 grants and will be announced by the end of August, this money will not be from ACE funding. There will be a second tranche of additional funding which will be announced by the end of September; subject to additional funding from ACE.

**(please note you will not be able to get match funding for your project from ACE if you are granted money from this second tranche).**

Finally, you can include sales revenue from tickets etc in your budget if your project involves paid event(s). These should be broadly itemised with some sense of total expected sales and average price.

Your expenditure and income totals should match.