



Arts Grants for Creative Professionals

Production



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Arts Council of Wales operates an [Equal Opportunities Policy](#)

Production

Purpose

To support the creation of high quality artistic work for presentation to audiences

What we want to achieve

We want to fund the production of work that is innovative and compelling. We're particularly interested in the new and contemporary; in work that seeks out and engages wider audiences. We also want to invest in the formation of high calibre creative professionals, so this funding is also about supporting you to make the best art you can.

Wales' standing as an artistic nation will be defined by the quality of the work and the artists we support through this strand. It is vital support as it enables venues and galleries to programme a diverse range of exemplary work that originates from Wales.

We want audiences across Wales to be able to access the very best arts activity, so the artistic work we support must be suitable for presentation in Wales' arts centres, galleries, theatres and concert halls, either as part of a tour or at a single venue or gallery. We can also support site-specific and outdoor work too.

We want to support productions in any artform (as well as in cross-artform work such as circus) that demonstrate they will be of high quality and have a clear, artistic vision.

We are particularly keen to support certain types of project. This means that when we have to choose between eligible projects of comparable quality, we will prioritise the following:

- Projects involving producers or curators working collaboratively with venues or galleries to co-commission and present performing arts and visual and applied arts work more widely
- Projects involving new theatre writing, choreography or exhibition formats that have been tested and evaluated through a research and development process
- Projects that target and reach children, young people and their families, especially through the Welsh language
- Projects that target and reach people living in areas of acknowledged deprivation (for example Communities First areas)
- Projects that target and reach people with "protected characteristics"

“Protected characteristics” is a term used by the Equality Act 2010. The protected characteristics are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, sex, sexual orientation, religion or belief. The Act made it unlawful to discriminate against people on these grounds.

The Arts Council of Wales wants to support the production of new work. However, sometimes there can be a strong case to revive a particular title: for example, when a production has had a short run but the audience reaction indicates it has the potential for an extended tour. Therefore, we will accept applications for revivals of work but only when there is a clearly evidenced reason for a second outing, as well as a robust audience development strategy.

We are also interested in encouraging projects that may have the potential to tour more widely beyond the period of the grant, elsewhere in the UK or internationally.

Projects we won't support

We won't support:

- Projects that have not sufficiently considered the audiences they are trying to reach, or any barriers that might prevent them engaging
- Projects that have not demonstrated a commitment to deliver high quality work
- Revivals of previous work.

What we need from you

We will expect all projects to place a strong emphasis on engaging with audiences and on meaningful partnerships with venues and galleries.

There are specific requirements for different types of project too:

Partnership Working

We want to see more creative partnerships forged between creative professionals and arts organisations. To apply to this strand you must demonstrate that you have a **Creative Partner** in place that will champion your project and will promote and present your work to audiences. This means being able to provide meaningful written evidence of support from at least one venue or gallery confirming that they will be your Creative Partner and will both programme and market your work. A confirmed offer to invest funds in your project would add further weight. We will expect to see genuine commitment and convincing evidence that this is more than the hire of a space and an entry in a brochure.

Touring

We believe that successful touring thrives on a positive and progressive partnership between creative professionals and venues or galleries. We will only consider funding tours where there is evidence of meaningful commitment to your proposed project from at least three arts venues or galleries in Wales. This may be in the form of a jointly written marketing plan, a letter outlining the elements each partner will bring to the project and / or confirmation of partnership funding. We will expect to see your partnership displaying a real commitment to developing and sustaining audiences. We'll want your application to be supported by a robust audience development plan which will also clearly demonstrate how you will be targeting disadvantaged or disengaged audiences.

If you're applying for a touring project then you'll need to provide the provisional list of tour venues or galleries with whom you've been in discussion and provide evidence of their commitment to programme your work. You'll need to tell us why you've chosen the venues or galleries that make up your provisional tour.

Your choice of drama production

For applications for drama productions we'll want to understand why you've chosen a particular title or theme. We are particularly keen to support the production of high quality, new work from Wales. However, you may want to create and present a high quality new production of an existing piece of work, possibly a classic title or a contemporary play from outside Wales. You will need to make a strong and compelling case for why you're producing your chosen title and how it is relevant to today's audiences in Wales.

Site-specific and outdoor work

We will also support the production of site-specific and outdoor work as long as you can show us that the location is suitable and accessible and that your marketing plan demonstrates how you intend to generate audiences.

If you are developing a site-specific production that will not take place in a recognised arts venue we would still expect to see partnership support from venues or galleries in the area, as this will be crucial to audience engagement and development for your work.

Accessibility

Performing Arts: We will expect you to consider how you make your production as accessible as possible. As a minimum requirement at least one of your performances must be accessible, even if your work is showing at only one venue or is site specific. For example, if your work is showing over a couple of nights then at least one performance must be accessible. If you are only presenting one show then this should be accessible. This could mean tactile signage, sign language interpreted, captioned or audio described performances, or braille programmes for example.

Visual and Applied Arts: For visual and applied arts exhibitions, whether touring or at a single venue or gallery, we would expect you to consider how the work can be made more accessible for audiences. There are many ways you can do this such as tactile signage, large print gallery guides, braille gallery plans and guides, audio tours and visual description materials, interpretation panels, direct handling tours where appropriate, or presenting handling materials and objects that encourage visitors to explore through touch for example.

All projects: There are other things you can do to make your work, how people find out about it and where its seen, as accessible as you can. It's up to you to identify what best suits the needs of your audiences and those wishing to take part. You can include these costs in your project budget.

Our Help Notes for Production applications will tell you more and help you fill in your application form.

Who can apply

We welcome applications from all creative professionals including those who define themselves as artists across all artforms as well as curators, choreographers and producers. You can check that you are eligible to apply by reading our [Getting Started](#) document.

For proposals from collectives, or for example a production that is larger than a one person show, applications will need to demonstrate your relevant ability and experience in producing work of this size and nature.

Funding Available

You can apply for a maximum of 90% of your project's total eligible cost. Applications can be made at the following levels:

- Small grants between £250 and up to £5,000
- Large grants between £5,001 and up to £25,000

In exceptional circumstances you can apply for up to £30,000, if you are applying for an international production project. You will need to talk to us about this and get our agreement before you make an application.

We will consider funding up to 15% of the total eligible cost of a project to enable touring outside of Wales, as part of tour that takes place mainly in Wales. You will need to present a clear, artistic, financial or business rationale for this. We will explain more about this in our Help Notes for Production applications.

Applying after a research and development project

If you're intending to make an application following the completion of a research and development phase, we will expect you to have left a reasonable period of time for reflection and evaluation before moving forward with an application for Production funding.

When you can apply

Small Grants

You should always make your application as far ahead as possible.

There are no deadlines for small grants, but you need to allow a minimum of six working weeks between the date you submit your application and the date you want to start your project. If you're making your first application to us, then you must apply at this level.

Large Grants

There are four deadlines a year for large grant applications. The next deadlines are:

- 5pm Wednesday 9th May 2018
- 5pm Wednesday 15th August 2018
- 5pm Wednesday 10th October 2018
- 5pm Wednesday 16th January 2019

You need to allow a minimum of nine working weeks between the deadline date and the date you want to start your project.

How often you can apply

You can hold one "live" grant from *Arts Grants for Creative Professionals* in any twelve month period. We use the term "live grant" to mean an application for a project that has received funding from us and is still happening.

Remember that this applies to *Arts Grants for Creative Professionals* as a whole, not to each strand.

We use the start date of your project to work out the twelve month period. For example, if you received funding for a project that started on 1st September 2017 and you want to submit another application, then it must be for activity that will start twelve months later, on or after 1st September 2018. It's important to remember that you can apply before the end of the twelve month period, but you cannot plan for your activity to start until a year has passed.

Please contact our Grants and Information Team if we have given you a grant before and you are unsure whether you are now able to apply again.

How to apply

You will need to discuss your project with us before we send an application form to you. If you have a project that you think might be suitable to apply for under this strand, please email your project ideas to: development@arts.wales

Please include the following details:

- Your name
- Project title
- Describe your project
- How much funding do you need?
- Location of project

Applications must be made using our online application system. If you're unable to apply online, for example if you are disabled or do not have access to a computer, please contact our Grants and Information Team. We will work with you to find other ways for you to apply.

We can also support you if your first language is not English or Welsh.

Need some more advice?

We have Information Sheets and guidance documents to help you with different aspects of the application process or to provide advice on a specific issue. These can be found on our website. You might find the following useful in making an application to the Production strand:

- Using our online application system
- Help Notes for Production

If you have further questions about the application, contact our Grants and Information team on 0845 8734 900 or by emailing: grants@arts.wales