




FUNDING APPLICATION WEBINAR

Wicklow County Council Arts Office

Wednesday 20 January 2021





JENNY SHERWIN
Wicklow County Council Arts Officer

Arts Plan 2020-2025 GROWING THE ARTS IN WICKLOW

Our vision is of a county where the arts flourish in the lives of the individuals and communities who live, work and visit here

Our mission is to lead the development of the arts in County Wicklow.

We do so by:

- taking strategic actions
- providing sustainable supports and
- by working with partners to foster a creative county distinguished by excellent artistic practice and dynamic public engagement.



TWO STRATEGIC GOALS

#1 ENABLE OPPORTUNITY

Create **transformative opportunities for artists and the public** in County Wicklow

- Assist artists and arts organisations to make work of quality
- Extend the range of communities with access to quality arts experiences
- Make specific provision for children and young people

#2 CULTIVATE GROWTH

Advance an **ecology** to sustain and develop **the arts for the benefit of all** in County Wicklow

- Strengthen strategic partnerships, local and national, within and beyond the arts
- Grow the connections between the work of the Arts Office and other departments and services of Wicklow County Council
- Build the capacity and the development function of the Arts Office

Funding streams 2021

Now live

- Individual Artist Award Scheme
- Artists and Communities Collaboration Award

Deadline Monday 15 February 4pm

Coming soon

- Arts Festival Award Scheme – date TBC
- Strategic Project Award Scheme – May

<https://www.wicklow.ie/Living/Services/Arts-Heritage-Archives/Arts/Funding-Opportunities-Supports/Arts-Act-Funding>

Artist Award Scheme

Purpose

To assist professional practicing artists working in any artform, discipline or genre in the development of their practice.

Proposals have included participation on short-term courses, residencies, specialist workshops, mentorship programmes.

The award has been used to 'buy time' to develop or research a new body of work or to contribute to the costs of participation in a residency or other professional development programme or opportunity

Maximum offered €5000

Response to COVID – 19

In recognition of the challenges posed to artists continuing to create work in a time of physical distancing, **we are offering artists an opportunity to take time to recalibrate their work.**

We are enabling artists to explore and test meaningful ways to make work, to develop their practice, taking an innovative approach to the challenges that we all face.

Artists and Communities Collaboration Award

Purpose

To support artist and community collaboration in any discipline or genre of the arts to develop or realise a high-quality project or programme which will support both the artist's and the community's creative development.

It is the intention of this award to fund in total or in part either (i) a research and development phase of a planned initiative or (ii) the production/ realisation of a new arts project or programme in 2021.

Maximum offered €5000

Response to COVID – 19

This new fund will create opportunities for artists and communities of place and / or interest to grow new ideas and resource themselves to generate something new, to test out some innovative thinking and ways of working together to collaboratively create a new project or activity.

The aim of this programme is to empower communities to creatively move forward in 2021

Some quick general tips ...

- Give yourself **plenty of time**
- Match **what best suits your own goals** and **what best fits the criteria**
- Be convinced of what you want to achieve yourself
- **Plan: Plan: Plan**
- **Build a case** throughout the form
- Be as clear as you can and **answer the QUESTIONS**
- Have opportunities / mentors confirmed
- Support your application with relevant material and present it well

Strong concept

Clear budget

Supporting
Documentation

Example budget

Projected Income	
Box Office @ 30 x 5	150.00
Own Contribution*	150.00
Other Grants*	1,500.00
Sponsorship*	500.00
In Kind Venue Support*	500.00
Total	2,800.00
<i>*denotes confirmed income</i>	

Projected Expenditure	
Artist Fee x 1	1,500.00
Mentorship Fee x 1	1,200.00
Production Costs	800.00
Documentation	500.00
Venue Rental In Kind	500.00
Insurance	150.00
Total	4,650.00
<i>*denotes confirmed income</i>	

Amount Requested from WCC	
Total Expenditure	4,650.00
Total Income	2,800.00
Amount Requested from WCC	1,850.00

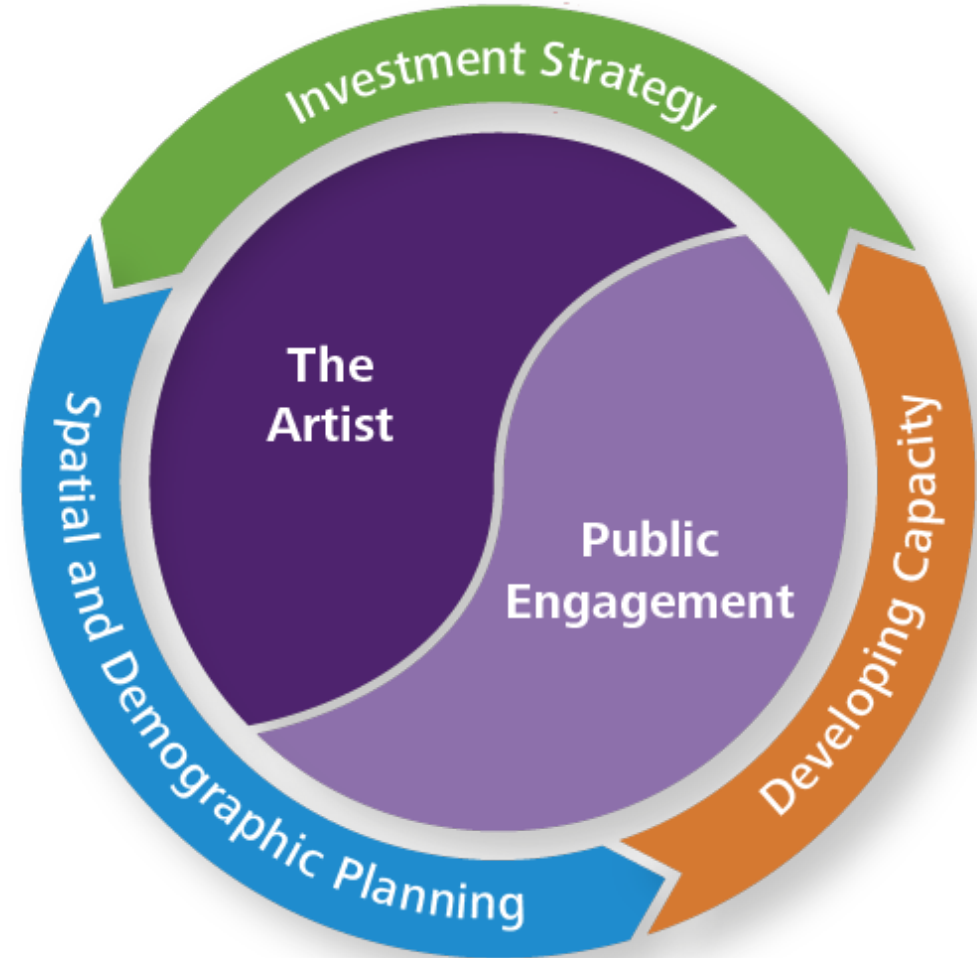
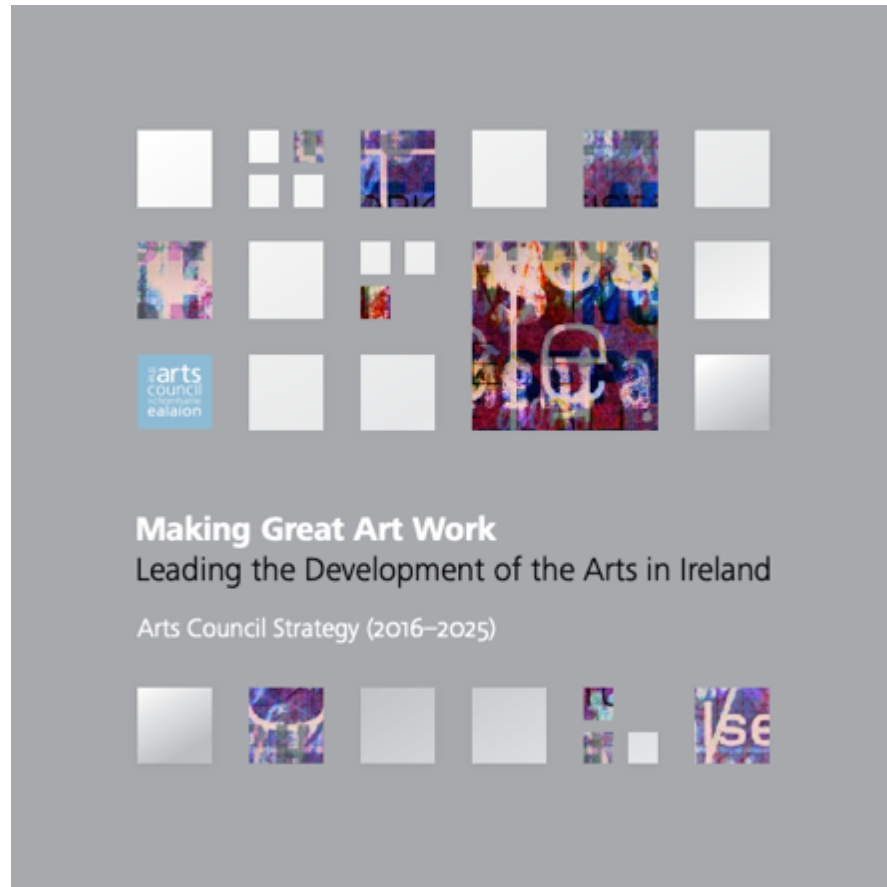


SINEAD O'REILLY

Head of Local, Place and Public Art

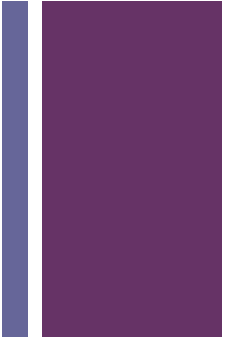
Overview | Applying for funding

Making Great Art Work 2016 -2025



+ Teams in the Arts Council

- **Film, Architecture and Residencies** - Fionnuala Sweeney
- **Music and Opera** – Niall Doyle
- **Literature** – Sarah Bannon
- **Traditional Arts** – Paul Flynn
- **Theatre** – Rachel West
- **Circus, Street Art, Spectacle and International** – Davide Terlingo
- **Dance** – Lisa McLoughlin
- **Visual Arts** – Claire Power and Ben Mulligan
- **Festivals** – Karl Wallace
- **Arts Participation** – Ann O'Connor
- **Young People, Children and Education** - Seona Ní Bhriain
- **Local, Place and Public Art** – Sinéad O'Reilly
- **Arts Centre** – Val Ballance





Where do I find out about funding and how do I apply?

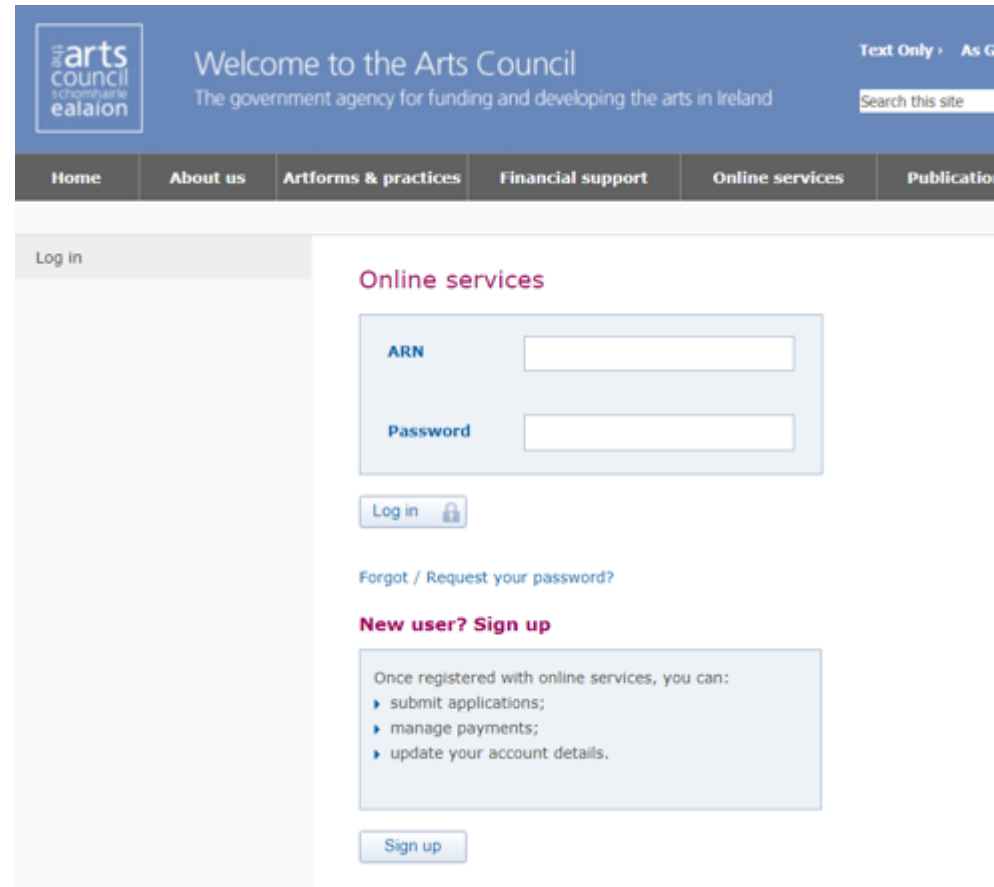
www.artscouncil.ie

Register once

ARN unique reference number for any applications you make

(5 days)

‘online services page’.

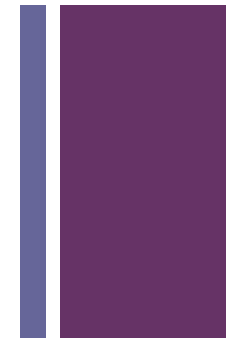




What funding is available?

www.artscouncil.ie/available-funding

Please note: Image below is a screen grab from the website and does **not** show all available funding

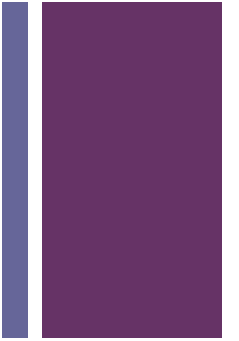


Application deadline 28 January 2021 17:30	Architecture Bursary Award The award supports professional individual architects in the development of their arts practice.	Maximum award €20,000 Accepting applications
Application deadline 28 January 2021 17:30	Arts Participation Bursary Award The award supports professional individual artists working in the area of arts participation to develop their arts practice.	Maximum award €20,000 Accepting applications
Application deadline 28 January 2021 17:30	Circus Bursary Award The award supports individual professional artists at any stage of their career in the development of their arts practice.	Maximum award €20,000 Accepting applications
Application deadline 28 January 2021 17:30	Dance Bursary Award The purpose of the award is to support professional artists in the field of dance to develop their art practice. It provides artists at any stage of their career with the time and resources to think, research, reflect and critically engage with their art.	Maximum award €20,000 Accepting applications
Application deadline 28 January 2021 17:30	Dámhachtain Sparánachta Litríochta don Ghaeilge Dámhachtain sparánachta litríochta don ghaeilge	Maximum award €20,000 Accepting applications



What can I apply for?

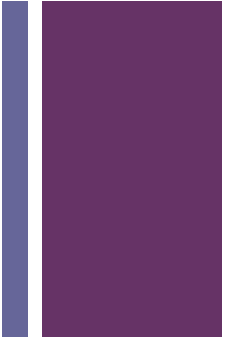
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|---|----------------|----------------------|
| ■ Bursaries Round 1 (all art forms) | €20,000 | 28 Jan 2021 |
| ■ Markievicz Award | €25,000 | 4 Feb 2021 |
| ■ Dance and Theatre Residency | | 8 April 2021 |
| ■ Support for Artists Scheme Round 1 | | 8 April 2021 |
| ■ Project Awards (all art forms) | | 15 April 2021 |
| ■ Capacity Building Support Scheme | | 13 May 2021 |
| ■ Next Generation | | 20 May 2021 |
| ■ Bursaries Round 2 (all art forms) | | 24 June 2021 |
| ■ Support for Artists Scheme Round 2 | | 6 August 2021 |



+ Third party Arts Council schemes

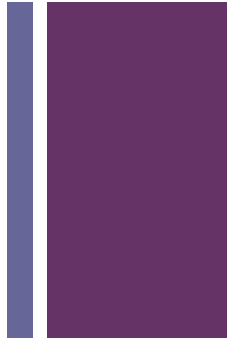
- Artist in Community Scheme (Create)
- Arts and Disability Connects Scheme (ADI)
- Artists and Writers in Prison (Irish Prison Service)

- If you are not sure....





What values are project awards? Typical 2019 values



Opera Projects & Production Awards	€420,000	Arts Participation Project Award	€60,000
Open Call	€350,000	Street Art Spectacle Project Award	€40,000
Authored Works (film)	€185,000	Dance Project Award	€50,000
Theatre Strand 4 Project Award	€150,000	Circus Project Award	€40,000
Ildana (Film)	€120,000	Festival Investment Scheme	€35,000
Reel Art (film)	€102,000	Opera Commissions	€35,000
Traditional Arts Project Award	€80,000	Music Project Award	€30,000
Visual Arts Project Award	€80,000	Theatre Strand 2 Project Award	€20,000
Theatre Strand 3 Project Award	€75,000	Music Commissions	€12,000
Invitation to Collaboration	€75,000	Theatre Strand 1 Project Award	€10,000
Film Project Award	€70,000	Traditional Arts Commissions	€10,000
Opera Project Award	€70,000		

+ Types of funding to apply for

■ **Project Awards €10,000 to €350,000**

A project you wish to do, which involves the creation and presentation of new work. A project award has a beginning, middle and end.

■ **Bursary Awards €10,000 - €15,000**

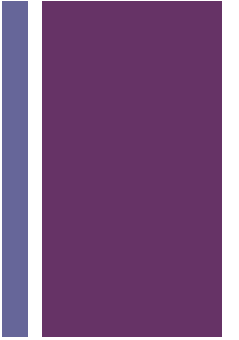
Funding your time to nurture your work, to think, research, reflect and critically engage with your practice.





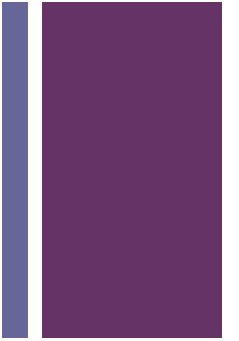
Making an application

- **Check eligibility and fit** and call us if you are not sure
- Give yourself **plenty of time** to write and plan
- **Clearly communicate** your idea, be ambitious, be compelling
- Remember it is **competitive** and lots of people will read your application
- Plan your **budget** carefully
- Gather **letters of support** (not on the deadline day)
- **Do not upload 30 mins before the deadline!**
- Check what you need to upload for essential material... you must include them, or your application will unfortunately be made ineligible.



+ Why does it feel onerous?

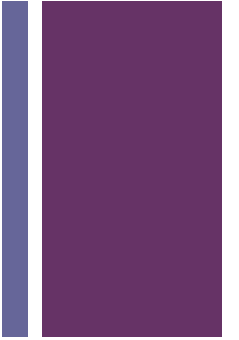
- We are a **state agency** with €130m (2021) worth of public funding
- We are **subject to changes in legislation** and to rigorous government audit
- In 2019 we received **3,349 applications** and awarded **1,191 grants** (36% success rate).
In 2020, this doubled.
- **Ineligible applications** (12%)
- We aim for a **2 to 8 week turnaround** for project / bursaries
- This requires a **rigour of procedure and fairness** to all applicants
- **We check** to make sure projects are feasible and realistic.





How we can help more

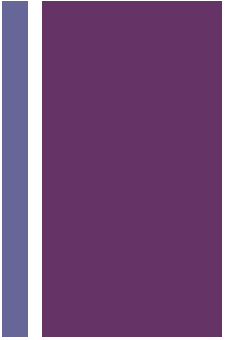
- We **welcome calls from applicants** in advance, especially new
- We are **actively encouraging applications from diverse artists** to reflect the breadth of arts practice in Ireland
- We **provide feedback** on applications that are not successful
- We ensure **funding decisions** (on bursaries and most awards) are **assessed by a peer panel**, experts in art form and/or arts practice
- Most bursaries and awards **have funding clinics** (online)
- We are **constantly reviewing our procedures**, to make sure user-ability with accountability is balanced
- **We are listening** to the needs of the sector





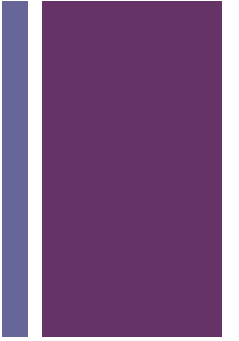
What happens next?

- If you do not meet eligibility you will get a 'regret' letter to explain this. **12% of applications are ineligible.** This is a technical issue not a judgement call. You may revise / submit your application again.
- If you have met eligibility requirements your **application will be acknowledged**
- It goes through a **shortlisting process**, all applications are read by multiple people
- The shortlisted applications will go to a **peer panel for final decision** making (all bursaries, most projects)
- You will get a **result in 6-8 weeks**
- If you are not successful **you can request feedback** on your application



+ If you get a letter of offer..!

- You used to get a large envelope! Now it's an email.
- This contains **conditions and a guide** to draw down funding (please read these!)
- You need to **make sure your bank account is in the right name** and can accept EFT.
- You can usually **draw down 80% in the beginning** (Online Services)
- You can **drawdown 20% upon completion**, with an income and expenditure sheet and a report.



HELEN MEANY

CULTURAL WRITER AND ARTS CONSULTANT

How to make the best application you can: **the small things that make a difference**

SUPPORTING DOCUMENTATION I

Letters of support

These add value and impact to your application and are studied by assessors. Best to ask *one* person who knows you, supports you and can make an informed comment on your work, rather than e.g. a number of people in senior or influential positions who might only be able to make a generalised or impersonal recommendation. Request your letter/s three weeks in advance of the deadline.

Artist Statement/Personal Statement

This is required for e.g. the Countess Markievicz Award and the Next Generation Award. This is a great opportunity to express your individuality, your artistic ambitions, interests, influences, approach. Take time to write this – one A4 page - and be personal rather than abstract or theoretical in how you write it. Don't repeat what is already in your application form or CV. Ask someone else to read your final draft.

How to make the best application you can: **the small things that make a difference**

SUPPORTING DOCUMENTATION II

CV

Make sure it's up to date and includes all of your relevant achievements: previous awards, publications, exhibitions, commissions, performances, residencies. This is how your track record will be assessed so make sure nothing is minimised or played down. Don't assume that the assessors know you: some may be reading about you for the first time, so it's an opportunity to present your work and your talents with pride and confidence.

Work samples

Be very selective and think hard about what to choose. Make sure that you submit work/work-in-progress that is current and that excites you now, rather than work from the past that may no longer reflect your current artistic interests/development.

How to make the best application you can: **the small things that make a difference**

Target your application

Make sure that your application directly addresses the objectives and priorities of the particular award for which you're applying. Each art form team has particular priorities for each award and some of the multi-disciplinary awards have specific purposes and aims, e.g. the Next Generation Award and the Countess Markievicz Award. These will be outlined in the award Guidelines, so it's crucial to study these in advance.

EAMON SWEENEY. MUSICIAN
An Applicant's Perspective

The Big Idea and The Published Arts Plan

Reflective practice

Keep a reflective journal/notebook for your overall ongoing practice – remember your big ideas

The idea/project gets the funding – not you.

You just receive the funding as the facilitator of the Project

Funding Bodies will award funds to projects that can be demonstrated to fit with their published strategic priorities

- Does *yours*?
- Can it be seen to?
- Has that been spelt out in the application for the assessors?

Become aware of your Funding Environment

Keep up to date on available funding awards

Arts Council
Music Network
Local Arts Office
Creative Ireland
Local Authority Awards –
community etc
ETB
HSE

Sign up for e-newsletter from relevant bodies

Arts Council
Music Network
Music Generation
Journal of Music
Waterford Healing Arts
Trust
Helium
Music Alive
Local Arts Office

Get to know / develop relationships with arts workers relevant to your practice

Arts Officers
Arts Council Officers
Other Artists/practitioners
working in your field

I keep six honest serving men

Rudyard Kipling

I keep six honest serving-me

(They taught me all I knew);

Their names are What and Why and When

And How and Where and Who.

Explaining the Proposal

- **What?** *Give the Project Details*
- **Why?** *What will be achieved. Why is it important?*
- **When?** *What's the Timeline?*
- **How?** *Will the project be realised – is it feasible?*
- **Where?** *Locations where it will all take place*
- **Who?** *Will be involved – include Biogs & CVs*

Afterwards...

Try not to take it all too personally – Succeed or Fail.
It's all just part of the job. Keep applying, and applying, and...

- There's a certain amount of luck of the draw in success
- Who else applies...
- How much funding is available...
- Who's on the assessing panel...

But ALWAYS ask for Feedback – win or lose...

Recognise that getting the first successful application through is a task in itself
– maybe include being mentored, training/upskilling opportunities for yourself etc.

Remember:

The money is there to be awarded to someone...

Why not your Project?

How do you answer the funders' stated objectives?

30 top tips

1. Applications – just part of the job

2. Applications tend to be **emotionally draining**

3. Discover your Big Idea – your Mission

4. Read guidelines many times – use highlighter.
Feed priorities and phrases into your application

5. Include Testimonials/Reviews/Quotes – can make a significant impression

6. Include Letters of Support/Partner organisations

7. CV - easy to digest but as impressive as possible

8. Include a Statement of Intent/Artist Statement

9. Keep it pithy and punchy – don't over explain your personal viewpoint

10. Use positive language – *I will do not I hope to do.*

11. Don't be overly self-effacing – believe passionately in your project and sell it

12. Get your budget correct. Applications have to be whittled down – don't be easily whittled.

13. It can help to **have a track record** – try to get your first funding award achieved

14. Mentors (a safe pair of hands/spreading the budget) – might help get your first funding

30 top tips

15. Takes [me] 5 hours per application to recycle an idea/previous application

16. Files (especially media) can be very slow to upload – especially at deadline time

17. Hit 'Save Draft' on online uploads neurotically

18. Watch out for accidental uploads of the whole application when you press 'Next'

19. Watch out for formatting issues with online applications

20. Write application in a Word Doc – format as a you want. Then copy and paste into the form.

21. Watch out for word limits – editing can take as long as writing the application

22. Make generous use of '&' and '–' and bullet points etc. to save on word/character count

23. If needed remove 'full stops' at the end of bullet points to save on word/character

24. Save to the Cloud – in case of power cuts/unexpected events. They happen!

25. Provide for some post-Project evaluation & feedback. Be able to demonstrate how

26. Get someone else to read it. Is it clear? Is it compelling?

27. Get Feedback from the panel regardless of the outcome

28. Save all your material for your next application

29. It gets easier the more you do it – a bit...

30. 2011 - the year I nearly gave up...

And some *more* tips from Eamon from chat ...

1. **Awards constitute an outstanding opportunity**

2. Positive point of writing an application is the distilling of your ideas - whether you are successful or not

3. **Every word in a funder's strategic goals is relevant** - study strategic goals and decision criteria (feasibility, tracks record etc)

4. Can take weeks to reach an Arts Manager for support. Develop personal relationships. Save mobile numbers. **Everybody's busy at deadline time**

5. Look at/plan the money from the start

6. Your 3 top points and initial description in the application is vital – make it punchy

7. **Clarity/organisation in your application presentation will support confidence in your ability to organise project and to deliver it**

PROFESSIONAL DEVELOPMENT SUPPORT | COACHING

Professional development | coaching

Two x 1-hour sessions with expert coach

Objective

To build the confidence and capacity of artists and arts professionals to be at their best in 2021

For

Professional artists and arts workers

Coaches

SUSAN COUGHLAN	Susan is an experienced facilitator, coach and organisation development consultant in the arts and cultural sector.
HELEN MEANY	Helen is a culture writer, arts consultant and coach who works regularly as an assessor of funding applications, both for the Arts Council and for local Arts Offices.
PAUL JOHNSON	Paul is an arts consultant and facilitator, who specialises in governance and strategic development.
JANICE McADAM	Janice is a strategy and engagement consultant and coach who works with individuals and organisations to help them consider and manage change.
KATHERINE ZESERSON	Katherine is a strategic consultant, facilitator, coach, musician, writer and educator who works at the intersections between leadership culture, social transformation, institutional impact and creative process.



Professional development | coaching

Application

www.wicklowneeds.com or Arts Office Facebook

- An expression of interest in coaching
- CV
- Clear coaching objective

Deadline Monday 8 February 12 noon

FUNDING CLINICS

To support Arts Council Bursary Applications

Thursday 21 and Friday 22 January

With Helen Meany and Paul Johnson

Waiting list only

WEBINAR

New online submission process

Monday 25 January 11am

With Denise McDonagh and Liz Kelly

A scenic landscape of rolling hills and mountains under a clear sky. In the foreground, a wooden fence runs across the frame. The hills are covered in green grass, and the mountains in the distance are hazy. The sky is a pale blue, suggesting a clear day.

THANK YOU
Wicklow County Council Arts Office