



Voluntary Arts England

## Voluntary Arts Week MIDLANDS Microfund

The **Voluntary Arts Week Microfund** invites self-led cultural groups and projects to apply for £100 to put on an event during Voluntary Arts Week (6-15 May 2016), that aims to engage new participants / volunteers in creative cultural activity. Here in the Midlands we are pleased to announce we are partnering with 2 regional Creative People and Places, and a regional district Arts team for a chance to apply for more money! More details below.

Getting a creative project off the ground and recruiting new volunteers, participants and audiences can be a challenge for many groups. Often, people are keen to get involved, but might not know you exist or may be apprehensive about attending for the first time.

Each May, Voluntary Arts Week encourages creative groups and projects to open their doors and invite new people to join them. Open workshops, 'come and try' activities and public showcase events all shine a spotlight on the wide range of self-led creative cultural activity taking place across the UK & Republic of Ireland. You can read more about this special festival at [www.voluntaryartsweek.org](http://www.voluntaryartsweek.org)

The Voluntary Arts Week Micro-fund invites self-led groups in the Midlands to pitch for £100 to support their involvement in Voluntary Arts Week. The aim being that this modest funding will enable cultural groups to put on an event that engages new people in their activities, thereby helping them to be more sustainable in the long-term.

There are **30** awards of £100 available in the Midlands. The deadline for applications is **29<sup>th</sup> February 2016** TBC and successful applicants will be announced at the **4<sup>th</sup> MARCH 2016**.



The Voluntary Arts Week Micro-fund has been made possible with the support of the **Spirit of 2012** – a trust which is 'Investing in projects that empower people to get out, be involved and feel better.'

### To qualify for the £100, your group or project must put on an event that aims to:

Recruit new volunteers, audiences or participants

#### Additional aims:

#### We are particularly keen to support groups that aim to -

- **Engage** with one or more of the following target groups - young people, older people, disabled people / people with additional needs
- Work in **partnership** with other projects, groups or organisations to pool resources, share skills and cross-promote activity
- Be **innovative** and try something new
- Share the **creativity** and skills of current participants and volunteers

### ££ DOUBLE YOUR MONEY ££

Here in the Midlands we are partnering with 2 Creative People and Places (*First Art & Transported*) and ArtsNK, who are offering a chance to double the application money: if you are eligible in their regions you could be able to apply for more money – check the guidelines below and fill in the extra boxes on the application form.

## Applying for the Voluntary Arts Midlands Micro fund

### Who can apply?

The voluntary arts sector is very diverse, both in terms of art-form and the way that groups / projects are coordinated. As a group / project you may be solely concerned with providing creative activity, or this could be just one aspect of your work. You could be an informal voluntary-led group or a more established constituted group, charity or social enterprise. Any of these is fine, as long as you meet the criteria of reaching out to new people.



If you can answer 'Yes' to all of the questions below, then you are eligible to apply to the Event Expenses Fund -

<b>Is your group / project based in the Midlands?</b>
<b>Do most of the people involved in your group / project give their time voluntarily?</b> You may pay certain people, for example a workshop leader or support workers to assist participants with additional needs, but the majority of those involved should be volunteers (i.e. the committee and group members).
<b>Does your group / project have a community, charity or not-for-profit company bank account?</b> Or support from a larger organisation who can offer bank account services to your group / project.
<b>Does your group / project have a formal constitution as a community, charity or not-for-profit organisation?</b> If not, can you arrange a letter of support from an organisation that does have a constitution or statutory status?
<b>Does your proposed event take place during Voluntary Arts Week: 6-15 May 2016?</b>
<b>Is your proposed event open to non-members and clearly demonstrates an attempt to engage new people with your activities?</b>
<b>Have you read the Voluntary Arts Week Accessibility Toolkit*?</b>  *This Toolkit offers guidance to ensure your event is open and accessible, which includes 'top tips' on how to communicate this when publicising your event.

**Please note:** your proposed event can be part of your group's regular programme or a new event. Either way, it must be open to non-members **and/or** clearly demonstrate an attempt to engage new people with your activities.

## How to apply

The application process consists of a short application form and information sheet, which you can find on the Voluntary Arts Week website alongside this document.

Before you begin we suggest you read these guidelines, which include –

- Frequently Asked Questions
- Event inspiration
- Links to event planning guidance
- Timescale overview

If you have any questions regarding your event idea or the application process, we encourage you to contact Sarah Breen [sarah@vaengland.org.uk](mailto:sarah@vaengland.org.uk) 07818031632

**DEADLINE for applications: MONDAY 29<sup>TH</sup> FEBRUARY 9A.M**



## Frequently Asked Questions

**How does the Event Expenses Fund differentiate between a volunteer, participant and audience?**



**Participant:** A participant is someone that takes part in activities – whether they are painting or singing, performing or making, the participants in an event are engaged in the creative activity on offer.



**Volunteer:** A volunteer is someone who contributes their time and skills, free of charge. This might involve assisting with a workshop, checking tickets, making tea, running a website, managing the advisory committee and many more things.

We expect volunteers to take part free of charge, and sometimes to receive expenses.



**Audiences:** Audiences experience the work that a group / project produces i.e. watching a group performance or visiting an exhibition.

## Can we charge an entry fee for our event?

This depends on whether you plan to charge participants or audiences -

### Participants:

During Voluntary Arts Week we encourage groups to make their events as open and accessible as possible, which includes removing or reducing associated costs to **participate**.

We understand that for some groups, workshop and membership fees are an important form of income generation, which help cover associated activity costs such as materials and room hire. Groups / projects applying for the Microfund are required to make their Voluntary Arts Week event free of charge for participants. Please bear this in mind when costing up your event and include associated participation costs on the application form if relevant.

**\*Remember:** if your group / project has a paid membership structure, you can use your Voluntary Arts Week event as a way to invite new people to come along and 'try before they buy'. Use your event as an opportunity to share information on your upcoming programme and membership options, which may encourage paid membership in the long-term.

### Audiences:

It is great when Voluntary Arts Week events are free for audiences to attend – things like pop-up performances / flashmobs in a public place or residential home, CraftBomb installations in the great outdoors or an open rehearsal to give people a sneak peak of an upcoming production you are working on.

However, we understand that charging audiences is a way to generate income for your group / project or fundraise for a charity / cause that you support. It is OK to make an application to the Microfund if your proposed event requires the audience to pay an entry fee, provided that the work they are experiencing has been created by your participants / volunteers. There is space to indicate this cost on the application form.



**\*Remember:** audiences can also be prospective participants and/or volunteers so take the opportunity to share information about your group / project and upcoming programme at all your public events.

## Do we need to demonstrate match funding for our proposed event?

This depends on the nature of the event. **If you are looking for the Microfund to cover a regular or annual event** that is already established, we would expect to see your application outline how the Microfund will be used to add value to that event in relation to the funding aims e.g. to cover the cost of:

- enhanced marketing activity that will allow you to engage hard-to-reach groups with your annual group show;
- extra craft material so that you can invite non-members to your weekly workshop;
- a sign language interpreter to make your annual production more accessible etc.

If you are planning to use the £100 to add value to an event that is part of your usual activity, we need you to demonstrate how the rest of the event costs will be covered. There is a dedicated space for this information on the application form.

**If you are proposing a new event** in addition to your usual activity and can demonstrate that the £100 will be used to cover all costs, no evidence of match funding is required.

However, if you require more than the £100 to realise your proposed event, we need you to demonstrate how the rest of the event costs will be covered. There is a dedicated space for this information on the application form.

### **What if we don't need the full £100?**

We ask that you take the opportunity to spend the full £100 to achieve the aims of the Microfund. If you have any concerns or would like to discuss what you can include in your application and how to make the most of the funding, please contact Sarah Breen [sarah@vaengland.or.guk](mailto:sarah@vaengland.or.guk)

### **How will our application be assessed?**

All applications will be scored as to how comprehensively they meet the aim of the Microfund, and extra points will be added where event proposals demonstrate any of the 'additional aims' (as indicated on page 1).

All applicants will be informed if they have been successful or not on or around **Friday 4<sup>th</sup> March 2016**

**Please note:** this is a limited pot of funding that will allow us to support a maximum of 30 groups.

### **If successful when will we receive the £100?**

Successful applicants will receive an award offer letter, which must be returned, together with a copy of the groups constitution and proof of bank account details by **Friday 18<sup>th</sup> March 2016**.

Events must be listed on the Voluntary Arts Week website by **31 March 2016** or they will no longer be eligible for the grant.

The grant will only be paid once a copy of your constitution and proof of bank account\* has been received and your event has been listed on the Voluntary Arts Week website.

\* If you don't have a constitution and/or a group bank account, a letter of support from an organisation that is constituted and willing to vouch for you will suffice.

### **Are there any other requirements, if successful?**

Yes –

- We ask that you use the Voluntary Arts Week **logo strip** on all event publicity. We will send you a copy of this, along with a template poster, so you can badge your event as part of the festival.

- In the event that we are contacted by **local or national media** regarding Voluntary Arts Week events, we will provide the contact details indicated on your application form and ask that you respond to any requests for information.
- We will send **evaluation forms** to you prior to your event, which we ask you to fill in and return to the Voluntary Arts Scotland Office (as hardcopies or electronically via email) by **31 May 2016**.
- We ask that you take a selection of **hi-res images** in the run-up-to/during your event and send these to us electronically by **31 May 2016**. Please provide information on how you intend to document your event on the application form. If you need help linking with a local photography group, or advice on how to take good quality pictures, please indicate this on your application form and we will do our best to help.
- If you apply for extra funds from First Art, Transported or ArtsNK please see their requirements below.

## Some inspiration

Here are some examples of successful applicants from 2015.

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**Govanhill Theatre Group (GTG)** held an awareness-raising event to engage the local community with their new youth theatre group This included an open rehearsal, short performances from past productions, backstage tours of the building, a chance to talk to current members, refreshments, and an exhibition of photographs and posters.

GTG provided the following information in their application form to outline how they intended to use the £100 Microfund, plus their additional costs -

Cost	Goods / materials / services
£20	Coffee, tea, hot chocolate and juice
£20	Marketing
£20	Blu-tack, paper and pens for participatory work
£40	Food
Total:	£100

Additional costs:

£0 In-kind from GTG	Sound system
£0 In-kind from Govanhill Baths Community Trust	Venue
£0 Voluntary contribution from GTG members	Performers
£0 Volunteers from GTG and Govanhill Baths Community Trust	Organisational staff
Total:	£0

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The **Gal'Toon Craft Group** put on a group exhibition and taster session to showcase the work of current members and invite new people to join them. The Microfund was used to cover hall hire, extra craft materials and print publicity to advertise the event locally.

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The **Glasgow Craftivists** hired a bigger meeting space and invited members of the public to contribute to a collaborative collage, for a display during Refugee Week. The Microfund was used to cover venue hire, membership to their local ScrapStore (for materials) and print publicity.

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**Inspire Youth Dance** organised a flashmob performance followed by a free dance taster session. The Microfund was used to cover hall hire and print publicity, which was distributed to schools in the area.

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**Kirkcaldy Community Radio** held an Open Day and invited members of the public to visit the studios, meet current members and find out about volunteering opportunities. The Microfund was used to cover refreshments, Facebook advertising and print publicity.

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**WHALE Arts** held a Photography Workshop for children, which was facilitated by members of their adult photography group, the 'WHALE Snappers'. This successfully brought two user groups together to share skills. The Microfund was used to pay for artists' fees, room hire and materials.

## Links to event planning and guidance

There are lots of event ideas and useful resources on the **Voluntary Arts Week** website that can help you plan and publicise your event:

- [Plan an Event – section of the Voluntary Arts Week website](#)
- [CraftBomb Toolkit](#)
- [Flashmob Toolkit](#)
- [Come and Play / Sing Toolkit](#)
- [Media Toolkit](#)

If you are planning to **recruit new volunteers** at your event, take a look at the '[Arts Volunteering](#)' section of the Voluntary Arts website for some useful links and resources.

**Can't find the help you're looking for?** Contact Sarah Breen [sarah@vaengland.org.uk](mailto:sarah@vaengland.org.uk) 07818031632

## Timescale

Applications open	Monday 25 <sup>th</sup> January
Applications close	Monday 29 <sup>th</sup> Feb at 9am
Successful applicants will be contacted	Friday 4 <sup>th</sup> March
Award offer letter to be returned, together with a copy of the group constitution and proof of bank account details	Friday 18 <sup>th</sup> March
All events to be listed on Voluntary Arts Week website	Thursday 31 March
Payment processed once the following has been returned - Award offer letter, a copy of the group constitution, proof of bank account details - and the event is listed on the Voluntary Arts Week site.	
Event evaluation form and documentation of event to be returned to Voluntary Arts Scotland	Tuesday 31 May

## 'Double the Money' options



First Art are offering an extra £100 to a maximum 10 groups based in Ashfield, Bolsover, Mansfield & NE Derbyshire. See First Art website [HERE](#)

Details required for FIRST ART	Be prepared to
<ul style="list-style-type: none"> <li>• Postcode</li> </ul>	<ul style="list-style-type: none"> <li>• to share your images with First Art</li> </ul>
<ul style="list-style-type: none"> <li>• Estimated number of audience &amp;/or participants</li> </ul>	<ul style="list-style-type: none"> <li>• Use First Art's logo</li> </ul>
	<ul style="list-style-type: none"> <li>• Help to share on social media</li> </ul>
	<ul style="list-style-type: none"> <li>• Enable First Art to have a presence at your event if possible (i.e banner)</li> </ul>

There will be an opportunity to work with First Art again at their Showcase event, in September 2016 – tick the box on the application form if you are interested. (TBC)



Transported are offering an extra £100 to a maximum 10 groups based in Boston & South Holland, Lincolnshire. See Transported website [HERE](#)

Details required for TRANSPORTED	Be prepared to
<ul style="list-style-type: none"> <li>• Postcode</li> </ul>	<ul style="list-style-type: none"> <li>• Look at how your event shows quality</li> </ul>
<ul style="list-style-type: none"> <li>• Estimated number of audience</li> </ul>	<ul style="list-style-type: none"> <li>• Share postcodes</li> </ul>
	<ul style="list-style-type: none"> <li>• Attendee figures; participants and audience</li> </ul>
	<ul style="list-style-type: none"> <li>• Let Transported have a profile at your event, if possible</li> </ul>



ARTS NK are offering 5 pots of £100 to groups based in North Kesteven, Lincolnshire. See ArtsNK website [HERE](#)

Details required for ArtsNK	Be prepared to
<ul style="list-style-type: none"> <li>• Postcode</li> </ul>	<ul style="list-style-type: none"> <li>• Look at how your event shows quality</li> </ul>
<ul style="list-style-type: none"> <li>• Estimated number of audience</li> </ul>	<ul style="list-style-type: none"> <li>• Share postcodes</li> </ul>
	<ul style="list-style-type: none"> <li>• Attendee figures; participants and audience</li> </ul>
	<ul style="list-style-type: none"> <li>• Let ArtsNK have a profile at your event, if possible</li> </ul>