



Garfield Weston
FOUNDATION

Weston Culture Fund Application Guidelines



Context

The UK’s cultural sector is among the best in the world and the Garfield Weston Foundation wishes to continue to support the sector, its activity and its people so that existing and new audiences continue to be inspired by our world-class culture.

About the Weston Culture Fund

The Weston Culture Fund is designed to support mid- to large-scale cultural organisations in the UK to help restart important work and refresh plans to bring audiences back.

The Foundation Trustees appreciate there is great uncertainty at present due to Covid-19 and that assumptions will have to be made in developing plans; they understand that projections will be based on best estimates. The Trustees will want applicants to demonstrate sensible cost control measures and creativity/entrepreneurial spirit in adapting their activities and approach.

Grants will be made, and all applicants notified of outcomes, by 31 January 2021. Regardless of the outcome, your organisation will have to wait 12 months from receiving a decision until it is eligible to apply to the Foundation again.

We cannot accept an application to the Weston Culture Fund AND the Foundation’s regular/major grants programme so please do not apply to both. The following sections detail everything you will need to know to apply to the fund. Please read them carefully so that you have prepared all the relevant information before starting your application. We will not be able to read draft applications or give specific advice on organisation’s plans; however, you may find our FAQs on the Weston Culture Fund section of our website useful.

Weston Culture Fund summary

- a one-off fund in 2020 to support cultural organisations to help restart important work, refresh activities and develop plans to rebuild audiences following Covid-19 closures
- to be eligible, organisations must demonstrate a minimum annual income of £500,000 in their last set of pre-Covid audited accounts (not including income relating to capital projects)
- open to performing and visual arts organisations, arts centres, accredited museums and galleries that are not local authority maintained AND that are registered with the Charity Commission
- total fund of £25 million
- Weston Culture Fund grants will range from £100,000 to a maximum of £2 million and will be based on the size of the organisation applying
- applications open on 5 October 2020 and close at 5pm on 9 November 2020
- simple one-stage online application process

5 October 2020	Weston Culture Fund open to applications
9 November 2020	Applications close
November/December 2020	Trustees review applications
31 January 2021	Trustee decisions and outcomes communicated



Eligibility

To be eligible to apply your organisation must meet the following requirements:

Type of organisation

- registered charity or charitable incorporated organisation (CIO) or exempt organisation registered with the Charity Commission and operating within the UK

Size of organisation

- you need to be able to demonstrate a minimum income of £500,000 in your last set of pre-Covid audited accounts (not including income relating to capital projects)
- smaller organisations and/or those seeking a grant under £100,000 should apply via the Foundation's regular grants scheme [garfieldweston.org/apply-to-us](https://www.garfieldweston.org/apply-to-us) and can do so at any time

Cultural activity

- performing and visual organisations*
- literary arts organisations
- arts centres
- independent cinemas
- accredited museums and galleries or museums/galleries working towards accreditation that are not run by a local authority
- DCMS sponsored museums and galleries

*see adjacent for our definition of performing and visual arts

Garfield Weston Foundation grant holders

- current grant holders are eligible to apply to the Weston Culture Fund if they meet the other eligibility criteria

Eligible performing and visual art genres

Our definition of performing and visual arts includes the following:

- theatre including pantomime, circus arts, children's, youth and family theatre
- music including opera, choral, orchestral, jazz, contemporary and world music
- dance including ballet, contemporary and dance genres from around the world
- visual arts including painting, photography, printmaking, film, sculpture and illustration



What is NOT eligible

Type of organisation

- social enterprises
- community interest companies (CICs)
- community benefit and co-operative societies

Size of organisation

- organisations with income under £500,000 in pre-Covid years
- smaller organisations and/or those seeking a grant under £100,000 should apply via the Foundation's regular grants scheme [garfieldweston.org/apply-to-us](https://www.garfieldweston.org/apply-to-us)

Activities NOT included in the Fund

This fund has been created for a specific purpose and it is not possible to include every type of important cultural activity. We list below those activities and organisations that are NOT eligible to apply for this fund to ensure transparency. You may, however, be eligible to apply for our regular/major grants programme, details of which can be found on our website.

- non-accredited museums and galleries unless working towards accreditation (to be eligible, organisations must have already begun this formal process and can provide proof as such)
- museums and galleries run by a local authority
- university museums or collections
- libraries
- festivals and outdoor arts (including street shows, processions, participatory events, installations, and walkabout performances)
- historic properties and heritage sites (includes buildings, monuments, sites of historic interest, house collections, gardens, castles and areas of natural beauty)
- schools, higher and further education institutions including conservatoires and performing arts education organisations
- arts of any genre in hospital or health care settings
- organisations that promote political beliefs or faiths



What the Weston Culture Fund will and will not support

Grants made from the Weston Culture Fund must be spent within 12 months of receipt and may not be put into reserves, endowments or deferred for spend in future years.

What can be supported?

We can support the costs your organisation is likely to incur over the next 12 months associated with:

- restarting your work and reopening if you have yet to do so
- making critical adaptations or improvements to your physical or digital infrastructure that aid your organisation's ability to generate income and/or develop audiences; these capital elements must demonstrate that they are related to your revised plans in light of Covid-19 and are an important element of securing the future of the organisation
- new activity or adapting existing activity or programming to ensure that existing and new audiences can be reached

What can't be supported?

- historic debts that pre-dated Covid-19 and debts and/or loans incurred as a result of the pandemic
- costs that are eligible to be covered by strands of government support, for example, furloughing
- capital projects other than critical adaptations or improvements to your organisation's physical or digital infrastructure that aid your ability to generate income and/or develop audiences; we are not able to support new, major capital projects via the Weston Culture Fund
- endowments, reserve funds or deferred revenue funds for future years



Application process

We have a simple and straightforward one-stage application process. Your organisation can only submit one application to this fund and applications should be submitted through our online application portal.

Please do the following BEFORE applying:

- 1 log on to garfieldweston.org/weston-culture-fund
- 2 check that your organisation is eligible to apply to the Weston Culture Fund by taking our **Eligibility Quiz**
- 3 download the Weston Culture Fund Application Pack from our website that contains the application guidelines and form
- 4 read the application guidelines carefully – this will ensure that you have all the information we require in your application
- 5 complete each tab within the application form, ensuring you complete each of the key sections; remember to save the form to your computer before closing it
- 6 ensure you have a copy of your organisation's latest audited accounts saved as a PDF, ready to upload through our online application portal

To apply:

- 7 select **Apply Now** where you can create an account or access an existing account; for guidance on using our online application portal, please read the **Garfield Weston Foundation Guide to Applying Online**
- 8 fill in key details about your organisation, your contact details and your bank details via your online account; all grants will be made via BACS/bank transfer, so please complete the bank details section carefully, ensuring the provided details match the uploaded bank statement precisely

9 upload the following:

- completed application form
- latest audited accounts – please note that if your most recent signed accounts are more than 18 months old, please submit them in addition to the draft, unaudited accounts for the year just completed
- a copy of your organisation's latest bank statement (i.e. issued within the last three months); the bank statement should clearly show the account name, sort code and account number (please note this should be the SAME account details you have submitted via your online account)

Once submitted, you will receive an email acknowledging receipt of your application.

The Weston Culture Fund is open to applications from 5 October 2020 and closes at 5pm on 9 November 2020. We will be unable to accept applications after the deadline. Decisions will be made by the Trustees and all applicants notified by 31 January 2021. Please note that, whatever the outcome of your application, your organisation will have to wait 12 months from receiving a decision until it is eligible to apply to the Foundation again. We anticipate this fund will be significantly over subscribed so please note that there are no guarantees that funding will be available, whether or not your organisation has received funding from the Foundation in the past and whether or not you have been able to secure public funding.



Your application – information we need from you

The following sections outline key information we need about your organisation, your finances and what your plans are for the next year. We will capture all of this via the Weston Culture Fund application form that you should complete. Some sections have a limited word count – these are clearly indicated on the form so please check BEFORE you start drafting your application. The form is divided into four sections; your organisation, impact of Covid-19, your request and your finances.

Your organisation

- organisation overview – a summary about your organisation, the artistic work and programming you do and the geographical area you cover
- audiences – a breakdown of your audiences in your most recent financial year by ticketed/paid, education, outreach and online
- diversity, equity and inclusion – tell us what work you are doing to diversify your organisation and leadership (including your Board of Trustees), artists/practitioners and audiences/participants in terms of engaging underrepresented communities; and how your organisation’s leadership (Board and senior leadership) reflects the communities they serve

Impact of Covid-19

- operational impact – tell us the impact that Covid-19 has had on your organisation including finances, closures, redundancies, furloughing staff etc.
- artistic and programming impact – tell us what the impact has been on your programming, education/outreach activity and audiences

Your request

Looking ahead

- tell us how your organisation has adapted its work during Covid-19 and give us a sense of what the next 12 months look like for your organisation including programming, education/outreach, audience development and reopening (if relevant)
- tell us about any initiatives you developed during Covid-19 that you will be continuing and/or enhancing

Grant size

The Weston Culture Fund has a total of £25 million available. Grants made will range in size from £100,000 to a maximum of £2 million. To make it easier for applicants, the table below shows the maximum possible grant for your organisation, based on your annual income in a typical year prior to 2020. Please note, however, that this is only a guide – there are no guarantees of a grant and nor do our Trustees take an ‘all or nothing’ approach, as they may choose to award a different sum to the maximum grant for which you have applied.

Annual income	Maximum possible grant size
£500,000–£750,000	£100,000
£750,001–£1,000,000	£200,000
£1,000,001–£2,500,000	£500,000
£2,500,001–£5,000,000	£1,000,000
£5,000,001–£7,500,000	£1,500,000
£7,500,001+	£2,000,000



Framing your request

Your application can span across one, two or all three activities within the Weston Culture Fund's focus – these are Restarting; Adaptation and Programming. For each section that is relevant to your application, please provide a breakdown of the costs and an explanation of why these elements are essential to your organisation. If you are not planning any work within one or two of these areas, please leave the relevant section blank – for example, you may not be planning any capital or digital improvements and so you will not need to provide any costs or explanation within that section. The number of sections you apply for will NOT have any impact on your chances of success.

- **Restarting** your work and reopening if you have yet to do so: an example of costs may include (but are not limited to) increased cleaning bills, Covid-19 specific staff training, marketing materials etc.
- Making critical **adaptations** or improvements to your physical or digital infrastructure that aid your organisation's ability to generate income and/or develop audiences: examples of costs may include box office adaptations to facilitate social distancing or technical upgrades to enable ticketed or free live screenings of performances or changes to signage
- **Programming** new activity or adapting existing activities to ensure that existing and new audiences can be reached and/or art forms are developed: examples may include commissioning artists, rehearsal fees etc.

We are not placing any greater weight or value on any of the three areas – we have simply divided the request into three sections so that we can understand your proposed work clearly.

Further information

There is a final field for you to tell us anything extra about your organisation, situation and plans that is important for us to know.

Your finances

We will ask you to summarise the following:

Income

- lost income – the percentage of income your organisation has lost since lockdown
- what steps you have taken to improve your financial situation including fundraising, releasing reserves, taking out loans, generating income through online activity etc.
- emergency funds – if you have applied for any emergency Covid-19 funds please list any grants you have received as a result, including name of funder and grant amount
- pending applications – any applications you have pending with other funders and the amount applied for

Expenditure

- changed expenditure – the percentage your expenditure has increased or decreased compared to the same period last year (if appropriate)
- continuation – the months of operation your current funding covers



Financial summaries

We require a summary of your organisation’s finances, using figures from your organisation’s audited and published accounts for the relevant financial years under the following headings:

Financial year	2019/20	2018/19
Income		
Expenditure		
% earned income		
% fundraised income		
% statutory income		
Free reserves*		
Cash in bank/in hand		

**which exclude restricted funds and fixed assets*

- if there is anything unusual or that you feel needs explaining within your accounts, please do so in the relevant field on the form
- you will be asked to submit a copy of your latest audited accounts; if your accounts are more than 18 months old please also submit your draft, unaudited accounts for your latest completed financial year
- if your organisation has an endowment, you will be asked to tell us how much of that is expendable

Cashflow summary

- we will ask you to provide a cashflow summary broken down by month from November 2020 until October 2021; we are using Arts Council England’s template as a basis as this is the most practical way for you to give us your financial information and you may be used to completing it

- there is space to tell us about the assumptions you have made in your forecasting; please include whether the finances are based on remaining closed, partially reopening or a full reopening



Context

About the Weston Culture Fund

Weston Culture Fund summary

Eligibility

What is NOT eligible

What the Weston Culture Fund will and will not support

Application process

Your application – information we need from you

What happens next?

The Weston Charter

What happens next?

Applications will be thoroughly reviewed throughout November and December. If we have any specific questions about your application or your organisation, we will be in touch to schedule a videocall. If we have no questions we may not need to contact you so please don't worry as this may indicate you have provided all we need to know. The Trustees' decisions will be made, and applicants contacted, before the end of January 2021.

If there are any changes to your organisation or finances (including any grants received) during November and December which significantly alters the information provided in your application, please email us at culturefund@garfieldweston.org.

Remember – if you are not eligible to apply to the Weston Culture Fund, you may be eligible for the Foundation's regular/major grants programme that is able to make unrestricted grants. We cannot accept an application to the Weston Culture Fund AND the Foundation's regular/major grants programme so please do not apply to both.

We anticipate this fund will be significantly over subscribed so please note that there are no guarantees that funding will be available, whether or not your organisation has received funding from the Foundation in the past and whether or not you have been able to secure public funding.

Please bear in mind that, regardless of the outcome, your organisation will have to wait 12 months from receiving a decision until it is eligible to apply to the Foundation again.

We look forward to hearing from you!



The Weston Charter

We appreciate that fundraising is not easy – in fact Foundation staff and many of the Trustees also have active involvement and experience of charitable fundraising – that’s why we have created the “Weston Charter” which sets out our commitment to you.

Our Trustees are proud of the care taken in considering applications and we thought you’d like to know the principles we work by so that, whatever the outcome, you can be confident in our approach and the care with which we handle your information.

Thank you for taking the time to talk to us about your work.

Our commitment to you

- 1 Every application received is acknowledged so you know it has arrived safely.
- 2 Every application considered receives notification of the outcome.
- 3 Every eligible application is considered by at least one Foundation Trustee.
- 4 Your application will receive careful attention but please note it is not possible to guarantee that funding will be available – we know you understand that sometimes the Trustees have to decline good projects as it is simply not possible to support everything.
- 5 The Trustees will note any requested amount you may indicate, but they do not work on an “all or nothing” basis so they may provide support at a different level than that requested.
- 6 We are respectful of your time and resources – please be assured that we will only request additional information when we think it forms an important part of your overall proposition, or if we wish to clarify something we feel is relevant to the Trustees’ understanding of your project or organisation – we will ensure we have all the information needed so you can be confident you have done all you can to make your case.
- 7 Foundation expenditure is managed carefully to ensure that at whatever meeting or time of year your project is discussed, it will have the same opportunity as at any other time of year.
- 8 Unless we contact you to request a meeting or visit, you will not be required to attend a Trustee meeting in person as any meetings and conversations needed for us to fully understand your proposal are completed beforehand.
- 9 On making a decision to provide funding, payment is generally made immediately to assist your charity with cash flow and planning. If a pledge is made we allow up to two years for you to secure the necessary additional funds.
- 10 Reporting guidelines are kept as clear and uncomplicated as possible to ensure we can remain up-to-date with your work while minimising administrative burden for your charity.