

**Grants for the arts application form**

**Individual details**

**Your contact information**

For groups of individuals or groups of organisations, one individual or one organisation will need to take the lead and have the main responsibility for managing the application and any grant. If you are the person or organisation taking the lead, you will be responsible for the grant and we will only make payments to your bank account.

We use this information to update your contact details.

Holly

First name:

Louise

Middle name:

Hutchinson

Last name:

What is your full address?

We will use this address if we need to write to you about your application. Please provide the full, correct postcode as we need it to process your application. Fill in as much of the address as you can, then press 'Search'.

LN1 1UR

Full postcode

Flat 32, Room 1, Park Court

Address name or number

Park Street

Street

Park Street

Locality

Lincoln

Town / city

Lincolnshire

County

Non UK Address

East Midlands

Which Arts Council region are

you based in?

+447757593268

Phone number, including area

Code

Mobile number

Please give any other contact details.

falsetitle@gmail.com

Email address

+447757593268

Website address

Textphone

Fax

If you or your main contact person requires written communication in alternative formats, please let us know your preference.

* No preference

**Contact with us and local authorities**

**What advice have you received?**

Have you received any advice

No

from the Arts Council?

What type of advice did you receive from us? (Please tick all that apply)

* Website
* Application pack
* Information sheets
* Direct contact
* Went to a seminar or a workshop
* Met a member of staff

Phone

* Phoned the enquiries team
* Phoned the regional office
* Phoned the Gfta centre

Written contact

* By post or email

Other

* Advice from a member of staff in regional office

Name of

Member Office

of staff

* Spoken to local authority staff
* Any other contact

**Activity description and dates**

**Description of the activity**

We use the information in this section to assess your application.

All the questions relate to the activity you are asking us to support.

What is the name or working title of the activity you are applying to do?

WOMENSwear

(No more than 50 characters)

Please give us a description (in no more than 100 words) of the activity you are asking us to support.

Tell us if your activity has any particular focus (for example, 'My activity is in a hospital setting' or 'Our activity will include work with young offenders'). This helps us to decide who should assess and comment on your application.

You will be able to give us more information about your activity when you write your proposal. (See the 'Your proposal' section of How to apply.)

WOMENSwear will be a development of a performance first performed at the Lincoln Performing Arts Centre. It will be developed further in order to be performed at the Lakeside Arts Centre. We will work with a stage manager and a marketing manager during the two week period.

(No more than 50 words)

**Activity dates**

When will your activity start and end?

You must allow enough time for planning your activity and for us to process your application. We need six working weeks after receiving a complete application to process applications for £10,000 or less, and 12 working weeks for applications for £10,001 and over.

If you do not give us enough time before your activity starts, we may not be able to assess your application. The start date for your activity should also include the planning and preparation time you need. For example, if an activity needs marketing, you should include enough time to do this. We will not fund any goods or services that you bought or ordered before you received an offer letter.

06/07/2015

Start date

18/07/2015

End date

**Activity location**

We report to local and national government on where funded activity takes place. We also consult local authorities about activities that will affect their communities. To help us to do this we ask you to give us information on where your activity takes place.

Both

Type of activity: Both

For more information about Touring activities, read our Touring information sheet

**Location details**

This is activity that is happening in just one place or activity that is not taking place in any specific area (such as online work or a publishing project).

Is the activity taking place in one space or one venue?

No

**Preliminary tour schedule**

Touring activity is where the same artistic programme or event is taking place in two or more places. Touring activity might involve performances or exhibitions, artistic residencies, artistic work involving people from particular communities, or possibly all of these things. You can apply for all sizes of touring projects that incolve people in quality arts activities, from any of the regions we are based in.

You can apply to create and tour new work. You can also apply to take on tour work which you have already shown to the public. In these cases you would have to show us that it was getting new audiences involved, or that the work has developed from the first time it had been presented, or both.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Start Date** | **End Date** | **Name of Venue** | **Venue contact** | **Postcode** | **Local Authority** | **Booking status** |
| 6/07/2015 | 13/07/2015 | Lincoln Performing arts centre | Craig Morrow, Programmer, 01522837600 | LN6 7TS | Lincoln | Expected |
| 18/07/2015 | 13/07/2015 | Lakeside Arts Theatre | Shona Powell, Director 0115 8467123 | NG7 2RD | Nottingham | Expected |

**Preliminary tour schedule**

**People who benefit from your activity**

How many people do you estimate will benefit from the activity?

In the boxes below, please give an estimate for this activity. If possible, please also estimate how many people benefitted from your activities in the last 12 months. If none applies, enter '0'. 'Participants' means people doing the activity, including education workshops. 'Audience' includes people going to an exhibition or performance, and people getting access to work that is printed, recorded, broadcast or available online.

Numbers benefitting from this activity:

5

Artists

Participants

211

Audience (live)

2500

Audience (broadcast,

online, in writing)

2716

Total

Numbers benefitting from your activities over the last 12 months:

Artists

80

119

Audience (live) 5000

1080

Audience (broadcast,

online, in writing)

1279

Total

Is your activity directed at people who are unlikely to have taken part in this type of activity before?

No

What are the age ranges of the people who will benefit from your activity?

16+

* Children under five
* Children aged five to 11
* Young people aged 12 to 15
* Young people aged 16 to 19
* Young people

Is the activity you are planning directed at, or particularly relevant to, any of the following groups of people?

Tick all relevant boxes:

* Asian or Asian British
* Black or Black British
* Chinese
* Any other ethnic group
* Disabled or deaf people
* People at risk of 'social exclusion'
* Activity is not specifically directed at any of the above groups

Do you think that your application includes activity which supports the Cultural Olympiad?

No

**Activity results**

Please give the expected results of your activity.

We understand that your activity may change through the planning stages. Please estimate what you think will happen because of your activity, based on your current plans, and enter the appropriate number in each field. Enter '0' (zero) in any field which is not relevant to your activity.

Number of performance or

1

exhibition days

1

Number of new products or

commissions

8

Period of employment for

artists (in days)

Number of sessions for

education, training or

participation.

('Participation' means people doing the activity. Divide the day into three sessions - morning, afternoon and evening. A 'session' is any one of, or part of, one of these. For example, a half-day education workshop would be one session.)

**Financial background**

Please download and read the following information sheet before completing your Income and Expenditure: Grants for the arts – example budgets

Are you registered for VAT (value added tax)?

No

**Income for your activity**

£1735

Amount you have applied for

* Are you applying for 100% funding?

You should only enter cash expenditure to this screen. Please enter any support in kind on the Support in kind screen.

Income from other sources

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Income heading** | **Description** | **expected/confirmed** | **Amount £** |  |
| Earned income: | Ticket sale 60:40 (FalseTitle:Box office) Box office split | Expected | £949.50 |  |
| Local authority funding |  |  |  |  |
| Other public funding | Fundraising: Music event | Expected | £700 |  |
| Private income |  |  |  |  |
| Income total |  |  | £3,384.98 |  |
|  |  |  |  |  |

Please click on the button 'Add income line' to add an item of income to the budget.

**Activity expenditure**

You should only enter cash expenditure to this screen. Please enter any support in kind on the Support in kind screen.

**Spending (expenditure) activity for your activity**

|  |  |  |
| --- | --- | --- |
| **Expenditure Heading** | **Description** | **Amount £** |
| **Artistic Spending** | Artist fees- 3 actors x 1 weeks @ £700 per week | £2,100.00 |
| **Artistic Spending** | Stage manager fee- 1 stage manager @ £10 per hour for 20 hours | £200.00 |
| **Artistic Spending** | Marketing Manager fee- 1 marketing manager @ £10 per hour for 40 hours | £400.00 |
| **Artistic Spending** | Set- £80: 8ftx12ftx6ft Platform. (hire) £20: 6ftx6ftx1ft rostra. (hire) £10: Mattress (hire) Props- £30: cotton wool. £5: string. £4: Map. £6: cue cards. £30: Camera and Tripod. (hire) £6: 3 x music stands (hire) | £191 |
| **Making your performance accessible** |  |  |
| **Developing your organisation and people** |  |  |
| **Marketing and developing audiences** | Programmes- 250 programmes @ £54.99. Flyers- 1,000 flyers @ £34.99. Posters- 100 posters @ £23.00 | £112.98 |
| **Overheads** |  |  |
| **Assets, equipment, instruments and vehicles** | Van hire- 2 days @ £120 (inc insurance) | £120.00 |
| **Assets, buildings for arts use.** |  |  |
| **Other** | Contingency (approx 5% of total expenditure) | £261 |
| **If you are disabled or deaf, additional access or support cost you need to manage the activivty.** |  |  |
| **Outcome total** |  | £3,384.98 |

Please click on the button 'Add spending line' to add an item of expenditure to the budget.

Income total £3,384.98

**Support in kind**

**Support in kind**

|  |  |  |
| --- | --- | --- |
| **Description** | **Expected / confirmed** | **Amount £** |
| Lincoln Performing arts centre - rehearsal space and technical support (studio space) 7 days@ £200 p/d | Expected | £1,400 |
| Platform at the Engine Shed (Music event space hire and bar staff) | Expected | £50 |
| Acts x 6 (Music event) | Expected | £30 |
| In kind total |  | £1,500 |
|  |  |  |

For more information about Support in kind, read our 'Support in kind section of the Help notes'

Please click on the 'Add support line' to add an item of Support in kind to the budget.

**Proposal**

Our experience with Grants for the arts has shown that people applying prefer to include a written proposal rather than answer a lot of detailed questions. We are therefore asking you to complete a proposal about the activity you want us to support. This is a very important part of your application. We will use your proposal and the application form to assess your application.

The amount of information you need to provide in your proposal depends on how complicated your activity is and how much money you are applying for. Your proposal should be no more than:

2000 words for applications between £1000 and £10,000; and

8000 words for applications £10,001 and over

For each section listed below (under 'Description') we provide a link to more guidance about what information we need.

For more advice on our assessment and overview criteria please read our Understanding the assessment criteria and overview information sheet.

We need extra information for certain activities (see links below).

Applications for buying equipment, instruments and vehicles

Applications for buildings to be used for the arts

You and your work

This project allows us, as three graduates starting a professional theatre company, to take our debut verbatim piece *WOMENSwear* outside of Lincoln, and showcase it in an exciting venue in Nottingham. During a period of one week (6th July- 20th July 2015), we will use rehearsal space provided to us in kind by the Lincoln Performing Arts Centre to develop the show further, after the feedback we received from a performance at the venue on Tuesday May 19th 2015. This will end with a performance at the Lakeside Arts Centre in Nottingham on Saturday 25th July 2015.

*WOMENSwear* will be developed and performed by the three members of False Title Theatre Company, Lauren Brook, Samantha Thomas and Holly Hutchinson. The lighting will be designed by Holly, as will the set, Samantha has written the script and will direct and coordinate the project, and Lauren will design the sound and act as a creative voice in the process. All three will act in the show, contributing to the process through conversations and story telling surrounding the subject of perceptions of women in different cultures.

The one week rehearsal period will centre around developing the existing script further, shedding light on more women’s stories be they historical, international or westernised, and creating more defined links between the spaces on the stage, and their relevance to the stories. We all share the same passion for international women’s rights, innovative set design and simplistic verbatim theatre, and this has translated to the show in its current form- and we aim to develop this content further, taking more risks with the work and showing the full frame of stories and ideas.

This activity will hopefully increase our profile as a new company, opening the opportunity for us to network with arts professionals outside of our university city where the majority of our work has been seen before now, and allowing for *WOMENSwear* to be showcased to a wider range of people.

How the public will engage with your work

We had a very successful debut performance of *WOMENSwear* at the Lincoln Performing Arts Centre, at which 119 people attended, which is just over half of the audience capacity at the Lakeside Arts Centre in Nottingham, where we hope to take the show with this funding. We aim to host a music event at the Platform at the Engine Shed in Lincoln to raise money for the activity, which will not only be an opportunity to gain some more funding, but will also allow us to talk in a relaxed environment about the show, our process, and the aims we have for *WOMENSwear* as a verbatim piece.

We want to use the event to promote a particular social media campaign which worked well for us during the conception of the show; the, what we like to call, “WE…” sentences campaign, in which we asked members of the public to tweet us, comment on Facebook or tell us in person their “WE…” sentence (e.g. “we put one and a half sugars in our latte, because 2 made it too syrupy”). These contributed to scenes in the show and provided us with a lot of fascination and amusement, and they were also very popular on our social media platforms, allowing us to create a coherent and successful marketing strategy for our online audiences.

Our entire show is created around audience response, our own responses and speeches and interviews from resources like TED Talks. Audience engagement, therefore, is something which is embedded in the show, and will always be a part of our work with *WOMENSwear* as a piece. This developmental process will give us ample opportunity to create more relationships with audiences in Lincoln, Nottingham and other areas, something we feel will benefit us as a company, the show itself and the people we connect with.

Making it happen

We have yet to confirm rehearsal space with the Lincoln Performing Arts Centre and the performance space with the Lakeside Arts Centre, but upon confirmation of this funding, we hope to begin a conversation with those venues about *WOMENSwear,* and its inclusion in their programme. As graduates of the Lincoln School of Fine and Performing Arts, we hope that our involvement in the venue’s programme over the years will act in our favour in terms of gaining in kind space for the development of the show, and that our affinity with arts venues in Lincoln will make our move into the Nottingham arts scene an exciting one. Holly is also originally from Nottingham, making this performance an important one for her as a new artist beginning to create a professional body of work.

The show will be developed by Lauren Brook, Holly Hutchinson and Samantha Thomas, who will work collectively to collate stories and information, alongside the technical support each venue will provide respectively for our rehearsal and performance dates. The creative process will be led by Samantha, with us occasionally inviting in peers and colleagues to view our work and give feedback. The entire week of rehearsal and development will include work on lighting and sound, incorporated into our creative process as we explore the effect lighting has on our set pieces, and go on a search for the right music which speaks to the stories and the atmosphere we are trying to create with each transition and section.

We will regularly run the show in full throughout the week, with new sections added in or taken away, and the opportunity to take out certain scenes and work on them individually. Alongside being a performer, Holly will create detailed lighting plans which will develop over the course of the week, and will also help to operate lighting in the studio space with the technical staff. Similarly, Lauren will create detailed sound plans for the soundtrack to the show, which will be developed as the scenes are worked on and improved.

The whole process will be documented through our company blog, Facebook and Twitter handles and other social media members of the company may have, through pictures and text posts. This is something which proved successful for us during the first creative process for *WOMENSwear.*

Finance

We have not been offered a fee to perform at the Lakeside Arts Centre, as we have not yet been in negotiation with them about our performance there. Our set costs have been calculated by looking at van hire and the cost of hiring set pieces from a venue.

In the long run, this activity will allow us to expand our reach in terms of audience and artist engagement outside of Lincoln, creating networking opportunities and hopefully other funding opportunities as a result.

**Monitoring information**

Evaluation

For WOMENSwear, social networks such as Facebook and Twitter created a platform where our audience was able to reflect on the final product. This generated word-of-mouth marketing, audience commentary and critical debate. This close engagement will be used to further develop the project based on audience feedback. By using social media in this way, it creates a direct dialogue between the company/project, and our audience. This method is also ongoing, and will be used over a long period of time to gradually increase engagement. Social media tags will be listed on all marketing resources including flyers, brochures and the company’s online blog to continue audience engagement, prior to, and post production. This will help support our aim for a continuous dialogue between the work and its audience.

As a company, we strongly believe in listening and responding to our audience in order to produce the best work we can, which truly engages with its audience. As a company we ensure that we actively engage in conversation with our audiences before and after a performance to receive their feedback. We will distribute questionnaires via our social media platforms and company blog to gain greater audience feedback. The collated feedback from artists, audiences and venues will inform the final evaluation. Receiving funding for this project will enable False Title to continue to develop WOMENSwear and take it to a wider scale of audiences.

**Monitoring and reporting information**

We use the information in this section to report how we have spent our funding from the National Lottery.In this section, you must answer all the questions. If you prefer not to provide some of the information, you can tick the 'Prefer not to answer' box. We may use this information to report to the Government or to monitor the different backgrounds of people who receive grants.

This information will not be used to assess your application.

**Ethnicity**

Please tick the box that applies to your background:

* White
* British
* Irish
* Any other white background
* Asian
* Asian Bangladeshi
* Asian Indian
* Asian Pakistani
* Any other Asian background
* Black
* Black African
* Black Caribbean
* Any other Black background
* Chinese
* Mixed
* Asian and white
* Black African and white
* Black Caribbean and white
* Chinese and white
* Any other background from more than one ethnic
* group
* Any other ethnic group ( Please give details below.)
* Prefer not to answer

**Disability status**

Do you consider yourself to be

No

disabled?

**Gender**

Female

Are you

**National lottery**

Do you, or does your organisation, object to receiving National Lottery funding for religious reasons?

No

**Declaration**

Data protection and freedom of information

We are committed to being as open as possible. This includes being clear about how we assess and make decisions on Grants for the arts and how we will use your application form and other documents you give us. We are happy to provide you with copies of the information we hold about you, including our assessment of your application.

As a public organisation we have to follow the Data Protection Act 1998 and the Freedom of Information Act 2000. We have a data protection policy which is available from our website.

We also have an information sheet about freedom of information. You must read the 'How we treat your application under the Freedom of Information Act' section of 'How to apply' before you sign your application. This information is also available from our website.

By signing this application form, you agree to the following:

1. We will use this application form and the other information you give us, including any personal information, for the following purposes.

To decide whether to give you a grant.

To provide copies to other individuals or organisations who are helping us assess and monitor grants, including local authorities, other lottery distributors and organisations that award grants. After we reach a decision, we may also tell them the outcome of your application and, if appropriate, why we did not offer you a grant.

To hold in our database and use for statistical purposes.

If we offer you a grant, we will publish information about you relating to the activity we have funded, including the amount of the grant and the activity it was for. This information may appear in our press releases, in our print and online publications, and in the publications or websites of the Department for Culture, Media and Sport (DCMS) and any partner organisations who have funded the activity with us.

If we offer you a grant, you will support our work to campaign for the arts, contributing (when asked) to important publicity activities during the period we provide funding for. You will also give us, when asked, case studies, images and audio-visual materials that we can use to celebrate artistic excellence.

I confirm that, as far as I know, the information in this application is true

and correct.

Do you agree with the above statement?

Yes

Holly Hutchinson

Name

1. You have read and understood the section 'How we treat your application under the Freedom of Information Act'. You accept how we generally plan to treat your application and other related information if someone asks to see it under the Freedom of Information Act 2000. You accept that the information sheet does not cover all cases, as we have to consider each request for information based on the situation when we get the request.

* Tick this box if you consider that we should treat your proposal as confidential information.
* Tick this box if you consider that we should treat your financial information, such as your budget and any business plan, as confidential information.
* Tick this box if there is any other information you have provided that you consider to be confidential information.

If we offer you a grant and you have ticked any of the boxes above, we would generally treat that information as confidential until your activity ends (according to the date you gave us in this application).

* Tick this box if you consider that we should treat that information as confidential after your activity ends.

1. You agree that we can keep you informed of our work and pass your contact details to organisers of arts marketing activities, conferences and training events.

* Tick this box if you do not want us to keep you informed of our work.
* Tick this box if you do not want us to pass your contact details to organisers of arts marketing activities, conferences and training events.