

Luton Arts Fund Guidelines



www.luton.gov.uk/lutonartsfund

The Luton Arts Fund is supported by:





Guidelines for applicants:

Harnessing Momentum, the 10 Year strategic vision for the arts, cultural and creative industries is a vision that builds on the strengths of the local cultural scene and aims to make Luton an inclusive, flagship place of culture.

To support this strategy, the Luton Arts Fund will enable artists and arts organisations to be ambitious, creative and imaginative in the delivery of projects that help achieve Harnessing Momentum.

The fund, generated through contributions from Luton Council, Luton Culture, Arts Council England, University of Bedfordshire and Capital and Regional, opened last year and will once again be open for applications in 2019. It is an open and accessible fund available to individuals, organisations or collectives and helps break down the barriers to arts funding. The activity must be taking place within Luton and is available for both new and enhanced activity.

The Fund is open to any arts organisation (except the partner contributors), artist or collective of artists, that is proposing arts activity for delivery within the Luton Borough Council area. To be eligible an organisation must have a formal constitution (which can be

as an unincorporated voluntary body) and bank account. It should not hold reserves above the level required by any organisational reserves policy. Artists (aged 16+) can apply in their own right, but in the case of an artist collective one artist must take the lead as responsible applicant. The Fund is open to professional, amateur, community and educational organisations provided the activity proposed meets the guidelines of the Fund. Applications for collaborative projects will be welcomed provided there is a lead, responsible applicant.

Applications will be invited over one round each year, unless any funds remain unallocated, in which case a second round will be instigated. Applicants can apply for up to a maximum £10,000 and there is no requirement for other funding to be achieved (though projects that also secure funding from other sources will be welcomed).

The application and reporting processes are intended to be light touch and accessible. The deadlines for applications are published on the Luton Arts Fund website as they are announced.



Revellers Steelband

Recipients of £9,975 for their project 'Building Momentum to meet Artistic Aspirations'

We were awarded funding by the Luton Arts Fund to build on the momentum we developed since becoming an independent group in 2014. The funding has allowed us to work towards the recruitment of new members through a beginners' workshop, our continual artistic improvement through regular rehearsals led by our tutor, the professional steelpan musician Ian Beckles, and to explore the potential of working with other local groups and artists. By connecting with partner project testbeds, at the University of Bedfordshire, we have received advice about funding and sponsorship and are now in a position to seek further funding to continue this work and further secure our sustainability.

Playing steelpan brings people together, gives enjoyment to those who play as well as listen and enhances the wellbeing of those involved. It is a unique way in which adults and young people get the opportunity to learn a musical instrument together. We're excited about this next stage in our development and look forward to reaching new participants and audiences over the next year.

Application guidelines

1. Applications must be for arts related activity (including audience development) to be delivered in the Luton Borough Council area. The fund is open for activity involving any art form and may be for presentational or participatory work or discreet marketing activity (or as a contribution towards posts or overhead costs where these are needed in order to deliver new or enhanced activity). Applications are equally welcomed for amateur and community activity, for education and outreach projects, or for professional arts presentations.

2. Applications should be submitted using the simple Application Form. The only attachments required are those requested. Applicants may apply as many times as they wish, but would only be eligible for one award in each funding round.

3. The fund will support applications up to a maximum of £10,000. There is no lower limit to the sum that can be applied for. Whilst applications for projects with other funding commitments will be welcomed, the achievement of partnership funds is not a requirement.

Please note that where other sums form part of a project budget those funds must be committed at the time of application, or alternatively a project budget must be provided that shows a contingency programme that is deliverable in the event additional funds are not forthcoming. So, whilst funds can be used as match for other funding applications, the conditions above must be fulfilled.

4. Applications must be for a defined and discreet project that has a completion date.



Sophie Gresswell

Sophie Gresswell was awarded Luton Arts Funding to support the delivery of workshops in schools and communities which introduced the concept of art and technology in the public realm and engaged them in discussions around the potential to transform spaces through art.

5. The Luton Arts Fund is intended to provide a flexible and open opportunity that allows local creativity and imagination to flourish. Assessment of applications and decisions on the allocation of funds will therefore be made on the following basis:

- quality of the artistic idea or concept and proposed outcomes
- credibility of the project budget
- appropriateness of the project delivery plan
- value for money in terms of impact
- contribution towards the themes and aims of the strategic vision (applicants should therefore read Harnessing Momentum: strategic vision for the arts, cultural and creative industries in Luton)
- extent to which the application complements other activity planned or proposed in Luton
- the legacy of the project for Luton-based artists and arts organisations.

6. Successful projects will be required to provide an evaluation report and data as evidence of delivery and resulting beneficiaries (artists, audiences and participants). This requirement should be considered as part of the proposal that is made. Data may be shared with the Creative Forum and others and it is expected that successful beneficiaries of the fund will provide a short report at a Creative Forum meeting.

7. The decision-making panel for the Luton Arts Fund will comprise one representative of each organisation contributing funding, plus the Luton Cultural Enabler and three representatives selected by the Luton Creative Forum (representatives will not be eligible to apply and any potential conflict of interest will be identified).

The panel will be quorate if four or more representatives are present. Decisions will be made following assessment using the criteria indicated above. The panel reserves the right to allocate all the funds available in a given round, or to hold back funds for a subsequent round where it feels there are insufficient applications that meet the necessary criteria.



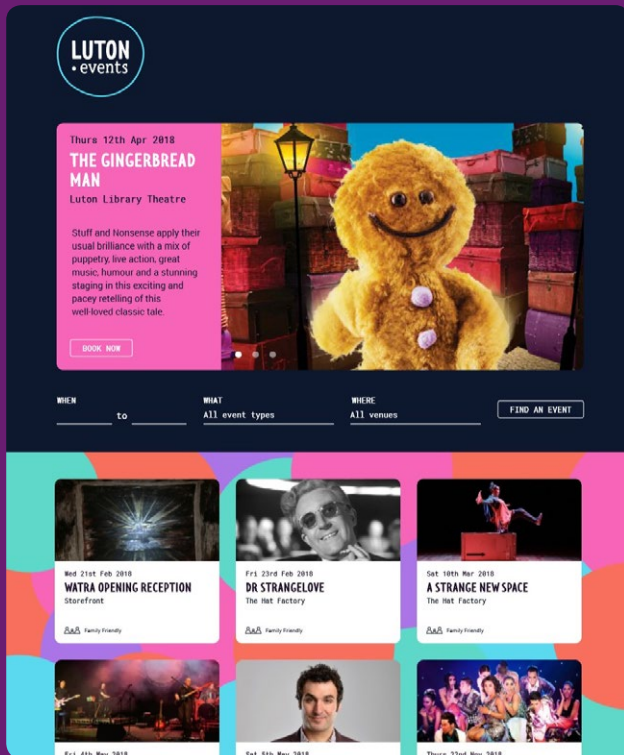
Credit: R Cherry

Gayle Storey

Received £2,810 for her project 'Small Talk'

I am traditionally a fine artist working with collage and paint, however over the past year I have been exploring interdisciplinary work that engages audiences and participants differently. 'Small Talk' was an interactive installation in The Mall which built social bridges through communication. Passers-by were invited to sit in a pop-up living room, pick up an old phone and talk to a stranger that they couldn't see, breaking down any perceptions of age, race or religion. It was really successful, it was impactful to see so many people connect with someone that they may not normally have spoken to.

It was great to develop partnerships with The Mall, who donated the space, and NOAH Enterprises who supplied the furniture. I've also been awarded a local artist commission by Imagine Luton to develop the piece for their outdoor festival in the town centre in June, so the fund has really enabled my work to grow.



Ellen Waghorn

Funded £4,500 to research and develop an arts and culture events website

I was awarded funding to develop Luton.Events, a go-to tool for anyone wanting to show what amazing talent, diversity of skills and output there is in Luton. There is currently lots happening in the town, but without this central point of communication, it is hard to show potential investors, visitors and critics the excellence of the work that is being developed in our town. We aim to make it easier for audiences to find events locally and for promoters to find their audiences.

The first stage of our project is creating a test model of the website for promoters to advertise their events. Additionally, a calendar function will be available to promoters only, to 'pencil' possible future events. We have completed a survey of local creatives and promoters that regularly put on events or workshops and have used the information to help us shape the website.

The second stage of our project will allow us to review the test model and make changes dictated by two additional surveys; one for audiences and one for promoters. This will allow us to fine-tune the model for improved user figures and user experience.



Harnessing Momentum: Making Luton an inclusive, flagship place of culture

A strategic vision for the arts, cultural and creative industries 2017-2027

Harnessing Momentum, the strategic vision for the arts, cultural and creative industries in Luton 2017-2027 explains how Luton's creative ambitions will be delivered and why they are realistic and achievable. It builds on the strengths of the local cultural scene (including artistic practice, festivals, museums and community arts), its impetus and ambition, and the emerging growing shoots of cultural renaissance. The vision has been developed through ground-up consultation.

The aim is that by 2027, Luton will be an established and inclusive cultural destination, with a substantial culture and heritage offer supported by strong infrastructure and a cohesive, creative and prosperous community.

Five key themes have been developed and endorsed through consultation:

- placemaking: enhancing our environment and the identity of Luton, and celebrating our heritage
- improving cultural infrastructure (in both physical and organisational terms)
- development of inclusive, intercultural activity to build community participation, cohesion and understanding
- increasing engagement of children and young people, including early years
- skills development and lifelong learning to increase employability and quality of life, and to improve health and wellbeing.

Application process

Applications should be submitted using the application form by email to the Cultural Enabler ✉ Michaela.nutt@luton.gov.uk

The Luton Arts Fund is supported by:



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



University of
Bedfordshire

**Luton
Culture**



Luton