

Whose Art, Whose Culture?

Arts and Culture Fund

Managed by Salford CVS on behalf of Salford City Council

**Grants of up to
£2,500 (Micro)
£10,000 (Small)
£15,000 (Medium)
for Salford-based VCSE
organisations to celebrate
the city's
arts, culture and
heritage**

Whose Art, Whose Culture?

Guidance for applicants

Grants of up to £2,500, £10,000 or £15,000 for Salford-based VCSE organisations to celebrate the city's arts, culture and heritage, responding to the challenge 'Whose Art, Whose Culture?'

Who can apply?

This fund is only open to organisations that meet the eligibility criteria below:

• Constituted as a voluntary, community or social enterprise (VCSE) organisation	
• <u>Full</u> members of Salford CVS only, with three trustees who are not connected people.	
• Based in Salford OR have a strong track record of delivery in Salford	
Your income in the last full financial year is: <ul style="list-style-type: none">• For micro grants: under £30,000• For small grants: between £30,000 and £100,000• For medium grants: between £100,000 and £2,000,000	
• With an organisational Bank Account with at least 2 signatories who are not related to each other	
• Fully up-to-date with grant reporting to Salford CVS	
• Fully deliver your project or event(s) between September and the end of January 2026.	
• Submitting a fully completed application to grants@salfordcvs.co.uk by 12:00 (midday) on Friday 27 th June 2025	



Salford City Council

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What is **Whose Art, Whose Culture?**

Salford City Council and Salford CVS have secured monies from Local Growth and Place Flexible Grant via Greater Manchester Combined Authority, to support arts, culture and heritage projects in the city.

We welcome proposals that explore and celebrate the art, culture, and heritage of Salford's diverse communities, from white working class history in Weaste, through to Orthodox Jewish communities in Broughton, and the lived experiences of disabled people. Together communities will challenge traditional definitions of art and culture and address the question of: *whose art, whose culture?*



This fund has **different requirements** than our usual grants

Due to these grants being funded by the UK Government, different rules will apply to our typical locally defined grant programmes.

This means that successful applicants will be required to:

- Deliver the project outlined in the application. Variation requests (including changes to delivery period or budget) **will not** be available.
- Ensure all events are free for participants.
- Capture specific data to ensure effective reporting (see page 8).
- In the unlikely event of deviation from the funding agreement, projects may be subject to claw-back of grant monies.

Organisations who are already receiving Local Growth and Place Flexible Grant money through Salford City Council are not eligible to receive a Whose Art, Whose Culture? grant.



***Suprema Lex*: shaping a new approach**

Salford's Culture and Place Partnership has developed a strategy for city called ***Suprema Lex***, which frames how this fund supports wider work. 'People' forms the central pillar that unites the strategy as whole. These areas include:

1. **Salford: the city of makers and making** – a place where creatives from all walks of life can live, work and make their work
2. **Place-making** – creating tools and processes that make Salford's centres and neighbourhoods feel distinctive and open with a sense of clear identity
3. **Animating the City** – connecting the ways that we plan, communicate and create access to Salford's distinct and varied cultural and creative events
4. **Destination Salford** - Salford knows exactly who it is and what makes us distinctive. This strand of Suprema Lex is about how we communicate to those outside the city, the stories we want to tell, and the dialogues we want to start.
5. **People at the Centre of Everything** – As we activate parts of the strategy, the people of Salford must be a consciously present priority. However, we also want to focus on the cultural, creative and place-based opportunities for people in four additional areas:
 - a. **Cultivating Sector Leadership IN Salford** – cultivating new leaders in the city, connecting proactive people to co-imagine better ways of doing things, and taking them into action
 - b. **Social Prescribing** – maturing the city's offer in which creative and nature-based activity can support individuals' health and well-being
 - c. **Children and Young People** – understanding the diverse cultural and creative offer for our youngest Salfordians and improving the access, quality of opportunity and impact on their lives and futures
 - d. **Neighbourhood-based Delivery** – work to transform Salford's astounding cultural and creative offer to be accessed across all areas of the city.

For further information on Salford's approach, see '[Suprema Lex](#)', the Strategy for Culture, Creativity and Place in Salford.

'We envisage a vibrant and sustainable creative ecology in which experimentation, collaboration and culture are the raw materials for change-making with Salford's people and in Salford's places.'

From '[Suprema Lex](#)', the Strategy for Culture, Creativity and Place in Salford.

What sort of projects could be funded?

Whose Art, Whose Culture? is looking for projects that look to **celebrate and document arts, culture and heritage in all its forms** – going well beyond traditional definitions of what constitutes arts, culture and heritage.

Examples of project focus could include:

✳ **food culture** ✳ **dance** ✳ **drama** ✳ **photography** ✳ **computer-based animation** ✳ **painting** ✳ **poetry** ✳ **singing** ✳ **historical re-enactment** ✳
✳ **comedy** ✳ **crafts** ✳ **traditional / cultural games** ✳ **music** ✳ **migrant journey storytelling** ✳ **sculpture** ✳ **gardening / horticulture** ✳ **textile crafts** ✳
✳ **pottery** ✳ **murals** ✳ **fashion / traditional dress** ✳ **heritage walks** ✳
✳ **architecture** ✳ **video** ✳ **oral history** ✳ **environmental art...**

What are the priorities for the fund?

We are looking for projects that are **community-based** and **community-focused**.

Community-based - this means events and activities that make use of the city's wide range of venues, community facilities, parks, open spaces and streets – celebrating and nurturing art, culture and heritage of the people, in their communities. We therefore plan to fund a wide range of projects that together cover the whole geography of Salford.

Community-focused – this supports an asset-led approach, that captures the art, culture and heritage of communities of geography and/or communities of identity, maximising access and inclusion and promoting good community relations.

See the [Live Well](#) approach to joined-up activities in neighbourhoods.

Applications will be prioritised that deliver art, culture and heritage projects that create opportunities for:

- People and communities experiencing racial inequalities
- d/Deaf and Disabled people / those living with long-term limiting illness or conditions
- Mental health and wellbeing
- Working with younger people to help create a [Child Friendly City](#) / older people to help create an [Age Friendly City](#)
- Involving local residents that are experiencing poverty



Proposals from partnerships are welcomed

It is recognised that many practitioners working within arts, culture and heritage projects are self-employed freelancers.

As only VCSE organisations are eligible to apply to this fund, partnerships with local freelancers are welcomed.



What can the grant be spent on?

If successful, an Arts and Culture grant **can** be spent on:

- Volunteer expenses
- Venue hire
- Equipment hire
- Materials
- Refreshments
- Promotion and publicity
- Public liability insurance
- Staffing / freelancer costs
- Any other reasonable project costs

What can't the grant be spent on?

If successful, an Arts and Culture grant **cannot** be spent on:

- Paid for lobbying, entertaining, petitioning, or challenging decisions, which means using the Fund to lobby (via an external firm or in-house staff) in order to undertake activities intended to influence or attempt to influence Parliament, government or political activity including the receipt of UKSPF funding; or attempting to influence legislative or regulatory action
- Payments for activities of a party political or exclusively religious nature
- VAT reclaimable from HMRC
- Gifts, or payments for gifts or donations
- Statutory fines, criminal fines, or penalties
- Payments for works or activities which the lead local authority, project deliverer, end grant recipient or contracted provider, or any member of their partnership has a statutory duty to undertake, **or that are fully funded by other sources**
- Contingencies and contingent liabilities
- Dividends
- Bad debts, costs resulting from the deferral of payments to creditors, or winding up a company
- Expenses in respect of litigation, unfair dismissal, or other compensation
- Costs incurred by individuals in setting up and contributing towards private pension schemes
- Alcohol

Conditions apply to all Local Growth and Place Flexible Grant projects



How long do we have to spend the grant?

All projects will need to be complete and monies spent within 5 months from the date of award.

It may be that your project proposal is for a creative festival focused on activity in a single month or it might consist of a 5-month long series of activities.

Note regarding one-off events: these are eligible for funding if they feature meaningful lead-in and post-event activity.

What are the **reporting requirements?**

All projects will be required to submit an end of project report that captures your self-defined outcomes and numbers of local participants.

In addition, you will be required to report on:

- Number of event attendees / participants (beneficiaries)
- Number of new volunteering roles
- Number of volunteers recruited and dedicated volunteering hours achieved
- Number of events / activities, including those using green and blue environments (if applicable)
- How much of the grant you have spent in Salford / Greater Manchester
- Match funding secured and how it was used
- Social, economic and environmental benefit (social value)

Supply of relevant photos, quotes, case studies, videos will also be required.

To assist recipients in telling the story of their creative activities, an external organisation may be appointed to work with you on capturing the detail, impact and spirit of what you've achieved.

Is our organisation eligible to apply?

All organisations wishing to apply must:

- Be constituted as a voluntary, community or social enterprise (VCSE) organisation
- Trustees
- Be a Full Member of Salford CVS
- Be based in Salford OR have a strong track record of delivery in Salford
- Have a maximum turnover of £2m
- Have an organisational Bank Account with at least 2 signatories who are not related to each other
- Be fully up to date with grant reporting to Salford CVS

What policies / other documentation are required?

All organisations will be expected to have the following in place at the time of application:

- a) Health and Safety Policy
- b) Equality/Diversity Statement or Policy
- c) Public Liability Insurance (Cost can be included in budget)
- d) Risk Assessments

...and if applicable to project activities:

- e) Volunteering Policy
- f) Safeguarding Adults Policy
- g) Safeguarding Children Policy

Please note: If your project involves working with children or vulnerable adults, you will need to include a copy of your Safeguarding Policy when submitting your bid.

What support is available to applicants?

Support with your application

If you have any questions or concerns about completing the application form, or you would like to discuss your project proposal with a member of the Grants Team, please contact us at grants@salfordcvs.co.uk or phone 0161 787 7795.

Wider development support

Salford CVS can also offer practical support to VCSE organisations with developing policies, recruiting volunteers, and accessing wider funding. For further information, visit our website at: www.salfordcvs.co.uk/development-support

See our online Safeguarding in Salford resources:

www.salfordcvs.co.uk/safeguarding-salford

You can also contact our Development Team by phone 0161 787 7795 or by email at: office@salfordcvs.co.uk

How to apply

Salford CVS is anticipating high levels of demand for our *Whose Art, Whose Culture?* grants. Therefore, please read this guidance carefully in full to ensure your organisation is eligible and your proposal meets the criteria.

All Arts and Culture grants are subject to specific [Terms and Conditions](#) that reflect the requirements laid out by the UK Government's Shared Prosperity Fund. Please ensure you read and understand these T&Cs.

Organisations that wish to apply will need to complete the application form and submit it by email to grants@salfordcvs.co.uk in WORD format. Alternatively, they can be posted to: Salford CVS, The Old Town Hall, 5 Irwell Place, Eccles, M30 0FN

When is the closing date for applications?

The fund will close to applications at **12:00 (midday) on Friday 27th June 2025**. Late applications will not be considered.

How will applications be assessed?

On receipt of applications Salford CVS will undertake a number of eligibility checks. All applications that are eligible will be independently scored by a panel consisting of representatives from Salford Culture and Place Partnership, Salford CVS and an arts/heritage expert.

This assessment panel will then meet to agree the awards and also to provide feedback on unsuccessful applications.

When will we hear the outcome?

All applicants will be informed by email within 8 weeks of the closing date. Unsuccessful applicants will be provided with a summary of feedback from the assessment panel.

If successful, when will we receive the grant?

On receipt of an offer letter from Salford CVS, organisations will need to complete and return an 'Acceptance of Grant Form' together with an invoice for the full grant amount.

For organisations that have not received a grant from Salford CVS in the last 12-months (or have changed bank account since their last award) we will also require proof of bank details. This can take the form of a scan or photo of a bank statement or paying-in slip.

On receipt of these documents, Salford CVS will then issue the grant by bank transfer within 10 working days. The full grant amount will be paid up-front in line with the '[Principles of Good Grant Making](#)', which Salford CVS adheres to.

Any further questions?

Please contact the Grants Team by phone 0161 787 7795 or email at: grants@salfordcvs.co.uk



Guidance on completing the application form

Contact Information

Question a) – Please give the name of the lead contact for this application / project. They will be the primary point of contact for all matters relating to this application and any successful project award.

Question b) – Please give a secondary contact. They will only be contacted if we have difficulty reaching the lead contact.

About your organisation

Question 1) – Please give the full name of your organisation.

Question 2) – Please give the registered address of your organisation. If you don't have a registered address as such, please provide the address of your Chair.

Question 3) – Please give your organisation's turnover for the last full financial year.

Question 4) – Please tell us how your organisation is constituted. Examples are provided below:

- Unincorporated Association or Community Group
- Company Limited by Guarantee
- Registered Charity
- Charitable Incorporated Organisation
- Community Interest Company
- Community Benefit Society
- Cooperative Society
- Other (give details)

Please note:

- All organisations must be not-for-private-profit
- Companies limited by guarantee must have an 'asset lock' to prevent the transfer of assets to individuals
- Some charities might also be a company limited by guarantee.

Question 5) – Please give your organisation number (i.e. registered with the Charity Commission or Companies House). Please note that unincorporated organisations / community groups will not have an organisation number.

Questions 6 & 7) – Please provide your organisation's website and social media page links (if applicable).

Questions 8 & 9) – We are keen to support all staffed organisations that pay a minimum wage of at least **£12.60 per hour** as set by the Living Wage Foundation.

Question 10) – If your organisation pays all staff at the real living wage rate of £12.60 or more, but is not accredited as a Living Wage Employer, you can request support from Salford CVS to meet your first year's accreditation fees.

Question 11) – We expect all organisations to have relevant policies in place at the time of application. Please note that [Public Liability Insurance](#) costs can form an element of your bid. If you need advice or support on developing policies, see the 'What support is available to applicants?' section above.

Please note that you will need to submit copies of the following documents along with your application:

- Safeguarding Adults Policy (only if applicable to your project)
- Safeguarding Children Policy (only if applicable to your project)

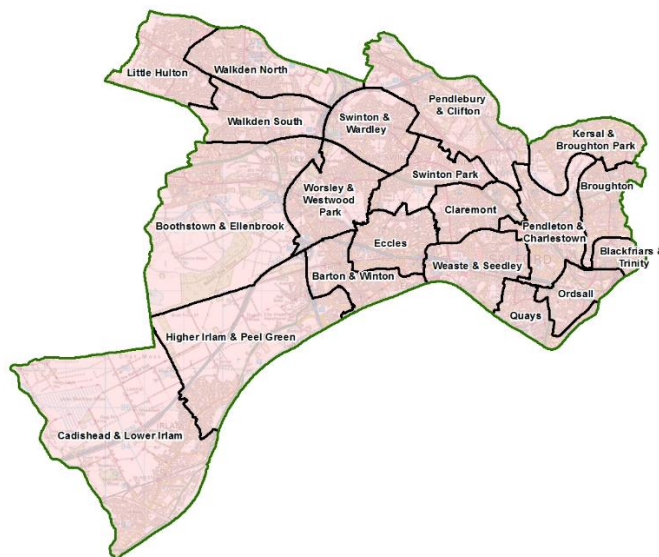
Project Summary

Question 12) – Please give your project a memorable name. This helps us identify your project should your application be successful.

Question 13) – Please give a brief description of your project that sums up what you plan to do (100 words max). This may be used in our publicity to publicise the award.

Question 14) – Please give your proposed project start and finish dates. The earliest that your project can start is **September 2025**, and finish by the end of **January 2026**.

Question 15) – Please indicate the areas of Salford which will receive support from your project. If it is across the whole of Salford, please tick 'Salford city-wide'. See the map below showing Salford's ward boundaries:



Question 16) – If your project is delivered from a single location (e.g. a community centre or park) please provide a postcode for this.
If your activity at more than one location, please provide all the postcodes.
If this proves too difficult or isn't applicable, please give details.

About the project

Question 17) – Is your project focusing on engaging or involving any specific groups outlined below. i.e. largely designed to target a particular group or groups.

Question 18) – Is your project is aimed at people from a specific geographical area, age group, or ethnic or cultural group? Please use simple language to tell us who the project is for and what they have in common.

Question 19)- Please estimate how many people who live in Salford will **directly benefit** from the project over the delivery period.

Question 20) – Please estimate the number of sessions, events, or activities over the delivery period.

Question 21) – Please estimate how many new volunteering opportunities you are planning to create through this project.

Question 22) – Will your project involve making use of parks, open spaces, riversides, streets, etc venue?

Question 23) – Please give details of the venue(s) you plan to use to host your activity.

Question 24) – Please provide practical details about the activities or events you plan to deliver. Please describe:

- What activities or events you will deliver (number and duration)
- Who will be responsible for planning and delivering the project
- What this grant will pay for

Question 25) – Please explain how your project activities will connect, document or celebrate the art, culture or heritage of local people. This might include new ways of engaging local communities.

Question 26) - We want you to tell us how you plan to assess whether the project has been successful in achieving arts and culture goals for local people. What practical changes (outcomes) can you measure to evidence success?

How you measure these outcomes might be very simple (e.g. hours of additional exercise, amount of weight lost) or more in-depth (e.g. before and after surveys, creative methods, observation, focus groups, interviews).

Which methods you choose will depend on who you are working with and the sort of activities you plan to deliver. Helpful advice on choosing a suitable approach to data collection is available on the [NPC website](#), or contact the Grants Team to arrange a one-to-one support conversation.

Question 27) – Your project might also achieve other social, economic, or environmental benefits for Salford. We refer to these wider benefits as social value.

Example

You are applying for funding for a community growing project. The main aim of the project is to improve the health and wellbeing of the beneficiaries; however, the project also has additional benefits for Salford:

- It supports the **natural environment**, by planting trees, flowers and vegetables.
- It supports the local economy and VCSE sector, by ensuring the services and materials that are bought in are sourced from **local independent businesses and fellow VCSE organisations**.
- It increases local people's employability, by providing **training opportunities** for staff.
- It supports people to give back to their community through **volunteering**.

Purchasing from local independent suppliers

As leading member of the Social Value Alliance, Salford CVS wants to ensure that as much of its grant monies as possible are spent in Salford. If possible, please try and avoid large chains or corporations, and especially Amazon who have been identified as the [worst company for aggressive tax avoidance](#) which deprives our government of much-needed funds for schools, hospitals, local services etc. If you do feel pressured to occasionally use Amazon, then buy from Amazon Marketplace which supports independent suppliers.

Question 26) – IF APPLICABLE Learning from previous funding

If you previously received Whose Art, Whose Culture funding, what will you do differently this time or how will you build on previous delivery?

Note: this section is not to raise issues of level of funding or demand, but rather you, your staff, and delivery.

About the money

These thresholds help ensure grants are proportional to the size and capacity of the groups and organisations applying.

Organisations who are already receiving Local Growth and Place Flexible Grant money through Salford City Council are not eligible to receive a Whose Art, Whose Culture? grant.

Your organisation's annual turnover (income)	Grant amount available
Under £30,000	Up to £2,500
Between £30,000 to £100,000	£2,500 to £10,000
Between £100,000 and £2,000,000	£10,000 to £15,000

Question 27) – Please give an overview of what your project will cost by describing each item and breaking down your calculation so we can see how you've arrived at the cost for each item. See some examples below.

Example 1

Acceptable: Venue hire @ £200/day x 2 days/wk x 6 wks = £2,400

Not acceptable: Venue = £2,400

Example 2

Acceptable: Art Materials (textiles & fabric paints) = £750

Not acceptable: Materials = £150

Example 3

Acceptable: Project co-ordination – 5hrs/wk @ £30ph (inc on-costs) x 10 weeks = £1,500

Not acceptable: Staff support = £1,500

The item cost figure may be the same as the amount you're requesting. If you have other sources of money (match-funding), it may be you're only looking for a contribution (see the example below)

Description of item	Breakdown of calculations	Total cost	Amount requested
Venue Hire	£200/day x 2 days/wk x 6 wks	£2,400	£1,200

Therefore, the total cost of the project may be more than the amount you're requesting from this fund. If this is the case, please include the other sources of funding which will support this project (e.g. unrestricted funds, other grants etc.) and whether the money has been secured or whether an application is pending. Such match funding is desirable but not essential. Only match-funding (cash) directly related to project delivery can be included.

Please attach

Please confirm you are attaching the relevant safeguarding policies if applicable to project activities.

Declaration

Please confirm that you have read the [Terms and Conditions](#) of this grant by giving the name and role of the lead applicant.