

# Whose Art, Whose Culture?

## Small Grants

### Guidance for applicants

**Grants of £2,500 for projects that will animate public spaces and support 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 <b>OR</b> have a strong track record of delivery in Salford                                                                                               |  |
| • Your income in the last full financial year is less than £100,000                                                                                                          |  |
| • 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                                                                                                                       |  |
| • <b>Fully deliver your project or event(s) between September and the end of March 2027.</b>                                                                                 |  |
| • Submitting a fully completed application to <a href="mailto:grants@salfordcvs.co.uk">grants@salfordcvs.co.uk</a> by 12:00 (midday) on <b>Friday 21<sup>st</sup> August</b> |  |



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Managed by Salford CVS on behalf of Salford City Council

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

Following two years of arts, culture, and heritage projects, Salford City Council and Salford CVS have secured further funding through the Economic Development and Regeneration Flexible Grant via Greater Manchester Combined Authority.

**We aim to ensure that our grants programme is accessible to everyone. If any aspect of the application process is a barrier to applying, please contact us by email at [grants@salfordcvs.co.uk](mailto:grants@salfordcvs.co.uk) or phone 0161 787 7795 to discuss alternative application formats or other support.**

## **Aims of the fund**

*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. We welcome projects designed to animate town centres, high streets, and public spaces; creating lively spaces and making everyone feel like they are part of the community.

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**

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

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 in most cases 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.

Salford CVS is offering grants of up to £20,000 for organisations with a turnover over £10,000 in a separate Whose Art, Whose Culture? funding round, also launching in July. Please see our [website](#) for more information.

**Please note you may only submit one application per organisation to Whose Art, Whose Culture.**

### What are the priorities for the fund?

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

Projects should primarily create opportunities for people to come together in publicly accessible spaces. This includes traditional public spaces such as high streets, town centres, parks and civic spaces, as well as community facilities that operate as shared community assets and offer substantial public access. Priority will be given to projects that demonstrate how they will engage the wider public and contribute to vibrant, welcoming neighbourhood spaces.

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
- LGBTQIA+
- Armed Forces, Veterans, and their families

### How much can I apply for?

Eligible organisations are invited to apply for a grant of up to **£2,500**.

### 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.

Partnership applications between VCSE organisations are also welcome. In this case you will need to assign a lead partner, who, if successful, will be responsible for managing the finances and delivering and reporting on the project.

**Only one application per lead partner VCSE organisation will be accepted for consideration.**

### What can the grant be spent on?

If successful, a small 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 event or 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

### **Holding an outdoor event on public/council land**

Organisations wishing to hold an event in a public park, green or open space, on the highway, or on council land, must follow the Salford City Council [event application process](#).

Decisions on event applications can take several weeks to be approved. For this reason, any outdoor events which come under any of the above conditions will not be able to take place before mid-October. Should there be concerns over the availability of the venue you have chosen, alternative venues may be discussed with you at the point of award.

Grant holders must be ready to submit an event application (if applicable) as soon as the funding has been awarded. Please note, prospective event applications (i.e. for funding that has not yet been awarded) will not be accepted.

### **How long do we have to spend the grant?**

Projects can get started from September. All projects will need to be complete, and monies spent by 31<sup>st</sup> March 2027. It may be that your project proposal is for a programme of activity in line with a particular date or celebration, or it might consist of a 7-month long series of activities.

We are unlikely to fund a one-off event due to the limited impact on the community. Short series of activities and/or events have been funded previously.

### **What are the reporting requirements?**

All projects will be required to submit:

- 1) A short progress update report after 3 months, which includes copies of promotional materials, photos and videos
- 2) An end of project report that captures your self-defined outcomes and evidence of what you have achieved

In addition, you will be required to report on:

- Number of event attendees/participants (beneficiaries)
- Number of volunteers recruited and dedicated volunteering hours achieved
- Number of events/activities, including those using green and blue environments (if applicable)

Supply of relevant photos, quotes, case studies, videos will also be required. If you require any support with reporting, please contact the grants team - [grants@salfordcvs.co.uk](mailto:grants@salfordcvs.co.uk)

### Is our organisation eligible to apply?

All organisations wishing to apply must:

- Be constituted as a voluntary, community or social enterprise (VCSE) organisation
- Be a Full Member of Salford CVS with three trustees who are not connected
- Based in Salford OR have a strong track record of delivery in Salford
- Have a maximum turnover of £100,000 (see page 1 for thresholds)
- 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 with 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 Honor from the Grants Team –

[honor.johnstone@salfordcvs.co.uk](mailto:honor.johnstone@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](http://www.salfordcvs.co.uk/development-support)

See our online Safeguarding in Salford resources:

[www.salfordcvs.co.uk/safeguarding-salford](http://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](mailto:office@salfordcvs.co.uk)

Salford City Council can also support successful applicants with the delivery of their projects, if you would like to access this please contact the grants team – [grants@salfordcvs.co.uk](mailto:grants@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.

Organisations that wish to apply will need to complete the application form and submit it by email to [grants@salfordcvs.co.uk](mailto: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 21<sup>st</sup> August**. 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 to provide feedback on unsuccessful applications.

## When will we hear the outcome?

All applicants will be informed by email within 6 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](#).

### Any further questions?

Please contact the Grants Team by phone 0161 787 7795 or email at: [grants@salfordcvs.co.uk](mailto: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 **£13.45 per hour** as set by the Living Wage Foundation.

**Question 10)** – If your organisation pays all staff at the real living wage rate of £13.45 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)

**Question 12)** If you are working in partnership with a freelancer or another organisation, please provide details here. Please note you only need to provide details where projects are being meaningfully delivered in collaboration.

## **Project Summary**

**Question 13)** – Please give your project a memorable name. This helps us identify your project should your application be successful.

**Question 14)** – Please give a brief description of your project that sums up what you plan to do (50 words max). This may be used in our publicity to publicise the award.

**Question 15)** – Please give your proposed project start and finish dates. The earliest that your project can start is **September 2026** and finish by the end of **March 2027**.

**Question 16)** – 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'.

## About the project

**Question 17)** – Is your project focusing on engaging or involving any of the specific groups outlined in this question? Please only tick groups you are **proactively** aiming to recruit and engage through the project.

**Question 18)** – Is your project 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, and activities that will be delivered over the grant period. If there are different elements to the project, it is recommended to break down this figure or show your workings.

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

**Question 22a)** – Please give details of the venues you plan to use for the project.

**Question 22b)** – Are any of the venues you plan to use public or owned or managed by Salford City Council? This may include town centres, parks, or canals.

**If you have answered yes to this question you are required to submit [a Salford City Council Event Application](#) only IF your organisation is awarded a grant (prospective event applications will not be approved).**

**Question 23)** – 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 (for example, staff and volunteers) and, if relevant, their experience or qualifications
- What this grant will pay for

**Question 24)** – 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 25)** - We want you to tell us what difference your activities will make to people living in Salford. This could include fostering a stronger sense of cultural identity, creative skills, wellbeing improved etc.

**Question 26)** – 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.

### **About the money**

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

| <b>Your organisation's annual turnover (income)</b> | <b>Grant amount available</b> |
|-----------------------------------------------------|-------------------------------|
| Under £100,000                                      | Up to £2,500                  |

**Question 27)** – Please download and complete the Excel Budget form, which must be submitted with your application form

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/week x 6 weeks = £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/week @ £30ph (including 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 might 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/week<br>x 6 weeks | £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.