

Whose Art, Whose Culture?

Large Grants

Guidance for applicants

Grants of between £5,000 to £20,000 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 OR have a strong track record of delivery in Salford	
• Minimum turnover of £10,000 in the last financial year. Please note, the size of the grant being applied for should not exceed 50% of this turnover figure	
• 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 between September 2026 and the end of March 2027	
• Submitting a fully completed application to grants@salfordcvs.co.uk by 12:00 (midday) on Friday 21st August	



Funded by
UK Government



Salford City Council

**GREATER
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DOING THINGS DIFFERENTLY

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 or phone 0161 787 7795 to start a conversation about alternative application formats or other support.

Aims of the fund

Whose Art, Whose Culture? is looking for projects that will celebrate and document arts, culture and heritage in all its forms – going well beyond traditional definitions of what constitutes arts, culture and heritage. In this round we particularly welcome projects designed to animate town centres, high streets, and public spaces; creating lively spaces which bring people together through creativity. 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**

Delivery Requirements for Large Grants

This year, we are welcoming applications for projects that **must** contain two key delivery elements:

- 1. A programme of activities:** Delivering activities and/or events which celebrate Salford's culture, run by or designed in conversation with people and communities in Salford. All grant holders must deliver at least three activities or events with this funding.
- 2. Capital expenditure:** purchasing, improving, or adapting physical assets that will help deliver the project, have a lasting impact for the community, and create vibrant places in Salford. These enhancements may take place in public places or public-facing community spaces or venues.

**Please see page 4 for examples of eligible capital expenditure.
Applications that only feature one of the delivery requirements will not be accepted.**

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.
- 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 £2,500 for organisations with a turnover up to £100,000 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

What can the grant be spent on?

If successful, a Whose Art, Whose Culture? Large 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

Examples of capital expenditure

Examples of eligible capital expenditure are provided below. Funding is available for projects that enhance and activate high streets and public spaces, encouraging greater community use and engagement.

- Creating a community mural on a blank wall in a town square
- Upgrades to lighting or sound equipment for outdoor events
- Installing community planters in green spaces
- Creating wildflower meadows or pollinator patches in a town centre
- Installing public display cases to showcase local art and/or heritage
- Creative tools such as pottery wheels, printing presses or textile equipment
- Kit to make an existing offer more accessible, such as portable hearing assistance equipment
- Pop-ups gallery in a local space exhibiting local artwork
- Creating an art trail featuring public artworks across a town centre
- Installing accessible ramps, handrails, etc.

Please note this is not an exhaustive list, we would like to hear your ideas. If you are unsure your project is a good fit, please contact the Grants Team for an informal conversation before applying.

What can't the grant be spent on?

If successful, a Whose Art, Whose Culture? grant **cannot** be spent on:

- Major construction, extensions, and structural alterations to buildings
- Equipment for one-off use, or which will be given to service users for personal use on a permanent basis
- Vehicles
- Retrospective costs for projects that have already been completed
- 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. before funding has been awarded) will not be accepted.

How long do we have to spend the grant?

All projects will need to be complete, and monies spent by **31st March 2027**.

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)
- Area of improved public realm (m2)
- Number of public spaces adapted for performances, exhibitions, or community use

Supply of evidence including photos, quotes, attendance numbers, case studies, videos will also be required. In addition, all capital expenditure receipts and/or invoices must be provided.

If you require any support with reporting, please contact the grants team - 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 turnover higher than £10,000 in the previous financial year

- 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 Honor from the grants team –

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

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

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

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 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 21st 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 also 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

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)

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 (50 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 2026** and finish by the end of **March 2027**.

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'. We may prioritise areas outside of Swinton, Eccles, Peel Green, and Pendleton as these areas are already receiving investment.

Part 1 – About your Capital Expenditure

Question 16) Who owns the venue, space, or land where the work will take place? If you own or lease the venue, please give details. If it is a public space or land, please go straight to question 19.

Question 17) – If you own or lease your space, are you the only organisation or people who regularly access the space? Please provide any details of any sharing arrangements.

Question 18) – If you own or lease your space, please tell us how many people tend to access it each week. This can be an estimate.

Question 19) Please indicate if you have gained permission for this work from the relevant source e.g. landlord, Salford City Council. If you own the space, this might not be required.

Question 20) Please tell us if you plan to purchase any equipment with this fund.

Questions 21) Please provide details for the person in your organisation who will be responsible for equipment funded by this grant.

Question 22) Please tell us of any maintenance requirements of any equipment purchased through this grant, and how you will ensure these are met.

Question 23) Where will you store equipment purchased through this fund?

Part 2 – About your project activities

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

Question 25) - Please estimate how many people who live in Salford will **directly benefit** from the project over the delivery period.

Question 26) – Please estimate the number of sessions, events, or activities over the delivery period.

Question 27) – Please estimate how many new volunteering opportunities you are planning to create through this project.

Question 28a) – Please give details of the venues you plan to use for the project.

Question 28b) – 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).

About your beneficiaries

Question 29) – 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 30) 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.

Impact

Question 31) – How will this funding support you to address the question of Whose Art, Whose Culture? How will it celebrate Salford's art, culture and heritage and involve the diverse people and communities of Salford?

Question 32) - 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 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 33) – 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.

Your organisation's annual turnover (income)	Grant amount available
Over £10,000	£5,000 to £20,000*

* The size of the grant being applied for should not exceed 50% of your turnover in the previous year.

Question 34) – Please download and complete the **Excel budget form**. This must be submitted along with the completed application form before the application deadline.

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/weeks 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 (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/week 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.

Please confirm you have attached a copy of your lease or license agreement OR evidence of site ownership OR written permission from the owner of the site

Please confirm you have attached your completed budget

Declaration

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