

# Cultural Investment Fund

## Guidelines - Call for proposals

We recognise that beyond the immediate danger presented by Covid-19, there is a longer term impact and opportunity. This global situation will forever change the way we operate and should, rightly, bring to the fore shared, global, societal agendas. The cultural sector is well placed to respond to these agendas in terms of sharing information in creative ways, supporting community cohesion, developing new platforms for exchange, reaching new audiences and connecting sectors such as culture, health and science.

As such we are inviting proposals from individuals and organisations for cultural initiatives designed to tackle these challenges. These initiatives must be relevant to the city but also resonate with the wider sectoral issues of our time.

Importantly this investment fund is directly linked to the development of the culture strategy, serving as a manifestation of the city's intentions over the coming years. It is an opportunity to test new approaches, new models and scale up best practice.

We very much see this initial investment fund supporting a R&D phase, designed to give space and opportunity for testing and experimentation. We want to work with creatives who are making a statement, presenting a provocation or developing a response to the global/local challenges we are grappling with. Therefore, we are keen to receive proposals for initiatives that are at concept stage and require the funding to test, prototype and research ideas.

This phase is not about specific outcomes or artworks but rather the testing of ideas that might support the sector and city recovery plans in the long term. What we will ask is how you are going to capture the learning so that we understand how the principles of the initiative can be adopted to help shape a shared Plymouth approach. We will want to understand how the methodologies from your initiative can be developed from a concept stage to full production/delivery and scaled up or/and embedded across the sector in the city.

We are looking to keep the invitation as open as possible rather than asking for responses to particular themes. However, by way of illustration, some of the challenges we are grappling with in the sector and the city include fragile support structures for freelancers, limited diversity of voice, closed (temporarily or permanently) venues and buildings, growing unemployment, deepening mental health issues, young people with limited career options, culture is not accessible or relevant to all, digital inequality, communities struggling to emerge from Covid following isolation and loss. Your solutions may involve delivery but equality they may focus on the business model, the distribution channel or the partnerships.

Each selected initiative will be assigned a NPO lead. This lead will be your main point of contact and will provide a mentoring function throughout the life of the project. They will act as a critical friend, help to monitor progress and broker connections with other people and organisations across the city. We will also facilitate access to digital platforms, action learning sets and workshops, as appropriate, to support your personal development and to share learning across the collective of projects.

It is our intention to develop a second phase where some of the initiatives will be invited to develop their work in the R&D phase into full delivery/production in 2021. This will be a curated programme by invitation only and will be subject to securing further funding.

### Submission

You are invited to submit a 3 minute video or 2 page written proposal with supporting project budget, in response to the following:

1. Tell us about yourself and your practice/organisation
2. Tell us about your cultural initiative including information such as the project outline, how developed the concept is, who your partners are, who the intended audience is etc

3. Tell us what key challenge your initiative seeks to tackle and how
4. Tell us what learning will come from the initiative and how you will capture and disseminate this
5. Tell us why this investment fund appeals to you
6. Tell us how much you are applying for and how you intend to spend the money (full project budget to be provided)
7. Tell us what non financial support from the NPOs would help to support and amplify your project

## Eligibility

- Must be a cultural or creative individual or organisation based in the South West<sup>1</sup>
- If based outside of Plymouth you must demonstrate that you will partner with at least one individual or organisation based within Plymouth (this must be a live, real partnership that you have already secured and not speculative)
- Must not be an NPO
- Must have a bank account in the name of yourself or your organisation
- May be from any art form
- Must be over 18
- If the investment fund accounts for only a proportion of your total project costs, all other funding must be secured

## Outputs

Whilst we are not requesting specific artistic outputs we will need to ensure our investments are delivering against our objectives. Therefore, we will need to understand in your application what will be produced/delivered and achieved by the end of the initiative. This will vary for every initiative, for example it might be a video, a workshop, a performance, an app, an exhibition, a book any and all of which may form part of your R&D as well as disseminating the learning. These outputs will be specific to each initiative and, if selected, will be agreed at contracting stage.

The NPO partnership will also ensure that we capture learning, outputs and impact from the entire fund through documentation and evaluation.

## Timeline

19th August Fund opens for proposals  
11th September fund closes  
w/c 28th September selected initiatives announced  
28th February end date for initiatives

## Funding

A total of £40,000 is available through the Cultural Investment Fund. We anticipate selecting in the region of 10 initiatives ranging from £3,000 - £10,000. You may request less than £3,000 but the maximum funding available to any one project is £10,000.

## Preparing your application

The procedure for submitting your proposal is as follows:

1) Download the 'Written proposal' document available on Plymouth Culture website, complete it. Save the document as a PDF file. OR you can record a 3 minutes video responding the questions listed in the "submission" session on this document. Save the video or upload it into a video stream platform.

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<sup>1</sup> For the purposes of this call we define the South West as the footprint covered by the Cornwall, and Heart of the South West LEPS

2) Download the budget template available on Plymouth Culture website, complete it. Save the template as a PDF file.

3) Fill in the Application Form on Plymouth Culture website. There will be specific areas you will be requested to upload the video or inform its access link, or upload the "Written proposal", as well as the filled budget template.