

This document was updated 19 May 2021 to clarify that state-funded schools (e.g. academies) are eligible to apply for the fund.

Arts Council National Lottery Development Funds Creativity Collaboratives pilot: Teaching for Creativity

Guidance for applicants

Update

19 May 2021: Footnotes added to pg 2 and pg 10 clarifying that for the purposes of this programme the reference to state-maintained schools in the eligibility criteria shall mean state-maintained schools of any phase (including SEND schools and PRUs) and state-funded schools (e.g. academies).

The below is an outline summary of key information. Please see [Section three](#) for full eligibility criteria.

Summary of key information	
What is the focus of the fund?	<p>This fund aims to build a pilot national cohort of Creativity Collaboratives. The Creativity Collaboratives will be existing networks of schools who will test a range of innovative practices in teaching for creativity with the explicit intention that the learning will be shared to facilitate system-wide change.</p> <p>Each Creativity Collaborative's lead school will work within its network to test and evaluate approaches and pedagogies that support teaching for creativity across whole school systems.</p>

	<p>Lead schools will have prior experience of, and an existing approach to, teaching for creativity.</p> <p>Over the pilot period, these groups of schools will become leaders in establishing and sustaining creativity in the classroom and across the curriculum.</p>
Who can apply?	<p>State-maintained schools¹ of any phase (including SEND schools and PRUs) who lead teaching for creativity work with an existing network (or potential to build one) of eight to 12 schools.</p> <p>Lead schools should be rated Good or Outstanding by Ofsted.</p> <p>If successful, the lead school will be the accountable organisation for the grant.</p>
When is the deadline for Expressions of Interest?	12pm (midday), 10 June 2021
When is the deadline for full applications, if invited?	12pm (midday), 26 July 2021
How much can be applied for per application?	<p>Up to £360,000 between October 2021 and July 2024.</p> <ul style="list-style-type: none"> Lead schools can apply for up to this full amount for support of an otherwise-unfunded programme on behalf of their network.

¹ For the purposes of this programme the reference to state-maintained schools in the eligibility criteria shall mean state-maintained schools of any phase (including SEND schools and PRUs) and state-funded schools (e.g. academies).

	<ul style="list-style-type: none"> Where a network that works to the Creativity Collaborative principles already exists and is funded through other means, lead schools may choose to apply for a smaller amount to support additional elements of their programme that are not already supported with existing funding.
When must the activity take place?	The pilot period will run from the end of October 2021 to 31 July 2024. This period may include planning, delivery and evaluation.
Minimum match funding from other sources	10 per cent of the total cost of the activity must come from sources other than the Arts Council. This can include in-kind support.
When will we make our decision?	We will aim to notify applicants of our decision no later than the end of September 2021.

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Section one – introduction

Welcome

Thank you for your interest in Creativity Collaboratives.

This guidance provides information on how to apply for funding to lead a Creativity Collaborative as part of a national pilot project to explore approaches to embed teaching for creativity across the curriculum. Teaching for creativity is explicitly using pedagogies and practices that cultivate creativity in young people.

[The Durham Commission](#) on Creativity and Education launched in March 2018 with a remit to work with business, education and arts and cultural sectors to understand the value of creativity and the ways in which creativity can play a larger part in the lives of young people from birth to the age of 25, both within and beyond the current education system.

Creativity Collaboratives was a key recommendation of the Durham Commission report published in October 2019. The pilot aims to establish what conditions help creativity to thrive in schools.

Working alongside existing school structures and requirements are central to the project. Teachers will co-create creative strategy and pedagogy, test out approaches and each Creativity Collaborative will evaluate the impact on their pupils, schools and communities.

Learning from the programme will build a national overview of the impact and value of teaching for creativity pedagogies and practice to be shared across the education sector and with Government.

About Arts Council England

Arts Council England is the national development body for arts and culture across England, working to enrich people's lives. We support a range of activities across the arts, museums and libraries – from theatre to visual art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2018 and 2022, we will invest £1.45 billion of public money from government and an estimated £860 million from the National Lottery to help create these experiences for as many people as possible across the country.

www.artscouncil.org.uk

About our Development Funds

Our Development Funds help us target particular challenges, opportunities or gaps, and create the environment for further creative and cultural development to take place. These funds will help us deliver our strategic vision, as set out in [Let's Create 2020-30](#), of a country in which the creativity of each of us is valued and given the chance to flourish, and where every one of us has access to a remarkable range of high-quality cultural experiences.

[Let's Create](#) was launched in April 2020 and focuses on three Outcomes:

- Creative People: Everyone can develop and express their creativity throughout their life
- Cultural Communities: Villages, towns and cities thrive through a collaborative approach to culture
- A Creative and Cultural Country: England's cultural sector is innovative, collaborative and international

Each outcome is important and will work together with four Investment Principles. Creativity Collaboratives will specifically contribute towards the Creative People outcome, and our commitment to making the case for a stronger focus on teaching for creativity and critical thinking across the curriculum.

About Freelands Foundation

Freelands Foundation was set up in 2015 by Elisabeth Murdoch to give more people the chance to engage with and enjoy the arts in the UK, with a particular focus on education. Its ambition is to give everyone access to art education, in the belief that it raises aspirations and transforms opportunities in life.

The Foundation aims to do this in three ways:

- by advancing education and empowering teachers to enable everyone, regardless of background or location, to take part in the creation and enjoyment of art
- by supporting artists and arts organisations across the breadth of the UK to expand their reach in their communities
- by commissioning research that explores the value that art and culture bring to society

Since launching, Freelands Foundation have supported hundreds of art teachers by partnering with leading educational establishments such as the University College London Institute of Education. They have worked with more than 30 arts organisations across England, Scotland, Wales and Northern Ireland to support artists and to broaden engagement in their communities.

Their lighthouse initiatives include the Freelands Artist Programme, which partners arts organisations outside of London to support emerging artists. They have also hosted the public, educators and art practitioners at our London gallery space with a free programme of exhibitions, discussions and workshops that explore new approaches to teaching the visual arts and showcase our work from across the UK.

<https://freelandsfoundation.co.uk/>

Section two – purpose of Creativity Collaboratives

Aims and outcomes

Creativity Collaboratives will build a national network of schools that will work together to explore and test approaches to embed teaching for creativity across the curriculum. Creativity Collaboratives will model school led improvement underpinned by teaching for creativity, that is, explicitly using pedagogies and practices that cultivate creativity in young people. The central aims of the fund are:

- 1. Enable schools to establish and sustain teaching for creativity**
 - a. Develop and disseminate effective pedagogies and practice that support teaching for creativity in schools in England
 - b. Develop school leadership and governance which value creativity
- 2. Understand the impact and value of teaching for creativity for children, schools and their communities**

The outcomes we want this funding to achieve are:

1. Young people's creative capacity is nurtured, and personal, social and physical wellbeing and academic development is greatly enriched, reducing inequality across protected characteristics.
2. Career pathways are supported by skills developed through creative learning and thinking.
3. Teachers and school leaders are skilled and confident to teach with creativity and advocate for teaching for creativity pedagogies and practice across their networks.
4. Teaching for creativity is a whole school priority and practiced across the curriculum.
5. Schools integrate teaching for creativity across the curriculum including science, engineering and the arts.
6. The role of arts and culture in supporting teaching for creativity is understood, as are the conditions for establishing a culture of creativity in a school.
7. Schools work with a range of external partners including a university.

How much funding is available?

We anticipate funding a network of at least eight Creativity Collaboratives for the period of this pilot programme.

The overall programme budget for Creativity Collaboratives during the period to July 2024 is £2,580,000, of which **the maximum any applicant can apply for is £360,000 to cover the full funding period**. The funding is drawn from the Arts Council's National Lottery funding and from an external partner funder, Freelands Foundation, whose contribution to the programme budget is £1,080,000.

Creativity Collaboratives that are successful with an application will receive funding drawn from across these sources, administered by Arts Council England. They will enter into a single funding agreement with Arts Council England.

Any funds that are unallocated following the completion of the application process will be used to support the [Creativity Exchange web platform](#)², which will disseminate learning from the programme and include a peer learning element.

Geographical focus of the fund

The geographical focus is designed to support the Arts Council's intent to ensure that a minimum of 75 per cent of our Lottery funding is spent outside London. For this particular fund, our expectation is that 75 per cent of the fund will be committed outside London. We will consider the geographic location of all named schools in a network as well as the lead school.

² The [Creativity Exchange](#) is a web platform which is a bridge between the original Durham Commission recommendations and the launch of the Creativity Collaboratives programme in 2021. This exciting new platform is a space for school leaders, teachers, and cultural organisations to share ideas and reflect on what teaching for creativity means in practice. The Exchange will also host the plans of the Creativity Collaboratives, chart their progress and share the learning as it emerges from this action research programme.

Section three – eligibility

Please read the eligibility requirements for the fund carefully. If you do not meet any of these requirements, we will be unable to consider your application for funding.

Summary of key information	
What is the focus of the fund?	<p>This fund aims to build a pilot national cohort of Creativity Collaboratives – existing networks of schools who will be supported to develop, test and refine their approaches to <i>teaching for creativity</i>.</p> <p>Each Creativity Collaborative’s lead school will work within its network to test and evaluate approaches and pedagogies that support teaching for creativity across whole school systems.</p> <p>Lead schools will have prior experience of, and an existing approach to, teaching for creativity.</p> <p>Over the pilot period, these groups of schools will become leaders in establishing and sustaining creativity in the classroom and across the curriculum.</p>
Who can apply?	<p>State-maintained schools³ of any phase (including special schools and Pupil Referral Units) who lead teaching for creativity work with an existing (or prospective) network of eight to 12 schools.</p>

³ For the purposes of this programme the reference to state-maintained schools in the eligibility criteria shall mean state-maintained schools of any phase (including SEND schools and PRUs) and state-funded schools (e.g. academies).

	<p>Lead schools should be rated Good or Outstanding by Ofsted.</p> <p>If successful, the lead school will be the accountable organisation for the grant.</p>
When is the deadline for Expressions of Interest?	12pm (midday), 10 June 2021
When is the deadline for full applications, if invited?	12pm (midday), 26 July 2021
What activity can be funded?	<p>Costs directly related to the proposed workplan, focused on testing and evaluating approaches and pedagogies that support teaching for creativity across whole school systems. This can include:</p> <ul style="list-style-type: none"> • provision of CPD • establishment of peer learning networks • development of resources • impact and evaluation • time-limited staff costs relevant to the delivery of the project
What activity cannot be funded?	<ul style="list-style-type: none"> • Activities (including buying goods or services) that have started, been bought, ordered or contracted before we make a decision about your application. This is because we cannot fund activity retrospectively. • Costs that are already paid for by other income including your own funds or any other funding. • Capital (building and equipment purchase) costs.

	<ul style="list-style-type: none"> • Salaried posts (though additional time-limited staff costs relevant to the delivery of the project can be included). • Any other non project-specific costs.
How much can be applied for per application?	<p>Up to £360,000</p> <ul style="list-style-type: none"> • Lead schools can apply for up to this amount for support of an otherwise-unfunded programme on behalf of their network. • Where a network that works to the Creativity Collaborative principles already exists and is funded through other means, lead schools may choose to apply for a smaller amount to support additional elements of their programme that are not already supported with existing funding.
When must the activity take place?	The pilot period will run from the end October 2021 to 31 July 2024. This period may include planning, delivery and evaluation.
Minimum match funding from other sources	10 per cent of the total cost of the activity must come from sources other than the Arts Council. This can include in kind support.
When will we make our decision?	We will aim to notify applicants of our decision no later than the end of September 2021.

Working as a network

If we decide to fund your project, we will enter into a legally binding grant agreement with the lead organisation. This organisation must accept our terms and conditions of grant and will be solely accountable to us for all monitoring information, how all the money is spent and for the full and successful delivery of the project.

One of our standard terms and conditions of grant is that the organisation we enter into a grant agreement with cannot subcontract any of the project to other organisations without our prior agreement in writing. If we award a grant, we must approve a partnership agreement between the lead organisation and the other partners involved in the project before the project can start.

Payments

We will split the grant across three payments:

- 50 per cent as a first payment (after we have received and approved any first payment conditions)
- 40 per cent at an interim stage (no earlier than October 2022 and only after we have received and approved an interim report and any other payment conditions)
- 10 per cent on receipt of all final payment conditions at the end of the grant, including a completed activity report form (this portion of the grant will be paid out in arrears)

Please be aware that funding must be paid into and administered via a UK based bank account.

Subsidy control

As of 1 January 2021, EU State aid rules no longer apply in the UK for new subsidies awarded after that date, except where the grant funding will affect trade between Northern Ireland and the EU as envisaged by Article 10 of the Protocol on Ireland/Northern Ireland in the EU Withdrawal Agreement.

The UK has entered into a Trade and Cooperation Agreement with the EU which contains certain Subsidy Control provisions which govern the award of subsidies by UK public authorities that may affect trade or investment between the UK and the EU.

The current rules are explained in BEIS' guidance, *Technical guidance on the UK's international subsidy control commitments*, available [here](#). Further legislation and guidance in this area is expected in the coming months.

You must ensure that the grant funding awarded to you is compliant with any legislation on Subsidy Control applicable at the time the grant is awarded. You must provide any information we request in order to satisfy us that you have considered the Subsidy Control rules and that the grant is compliant. You may be required to repay any grant monies you receive with interest if the grant breaches the Subsidy Control rules.

If you are unsure about your obligations, we advise you to take professional or legal advice.

The Arts Council reserves the right to impose further requirements and additional conditions in relation to this matter.

Further information

We are not able to offer specific, one-to-one advice about eligibility. Further information can be found in our [frequently asked questions](#) section.

Section four – what you will be expected to deliver

We welcome applications that will make a contribution to achieving the aims and outcomes outlined in [Section two](#) above.

Over the pilot period October 2021 – July 2024, we expect lead schools to work with their network to explore, test and review practice and pedagogy that supports teaching for creativity across the curriculum. This may include workshops, training sessions, observations, peer learning and knowledge sharing to support classroom teaching and a whole school approach. Lead schools will investigate what is needed to create the optimum conditions for creativity to thrive within a school and develop models of good practice.

The proposal should demonstrate:

- school workforce development that raises understanding, skills and confidence in teaching for creativity through training, mentoring and partnership opportunities that respond to local need
- reach into an existing network of at least eight to 12 schools to establish optimum conditions for creativity
- how you intend to grow the number of schools in your network over the pilot period and share practice across the schools system more widely; this should include a commitment to disseminate learning gained as a result of this work, on the Creativity Exchange web platform
- a strong leadership and governance model that understands and values creativity in all subjects and phases
- use of teaching for creativity as a framework for embedding creative pedagogies and teaching practices
- an evaluation framework that captures implementation and impact across their network; this should include a commitment to work with the University of Durham research and evaluation team

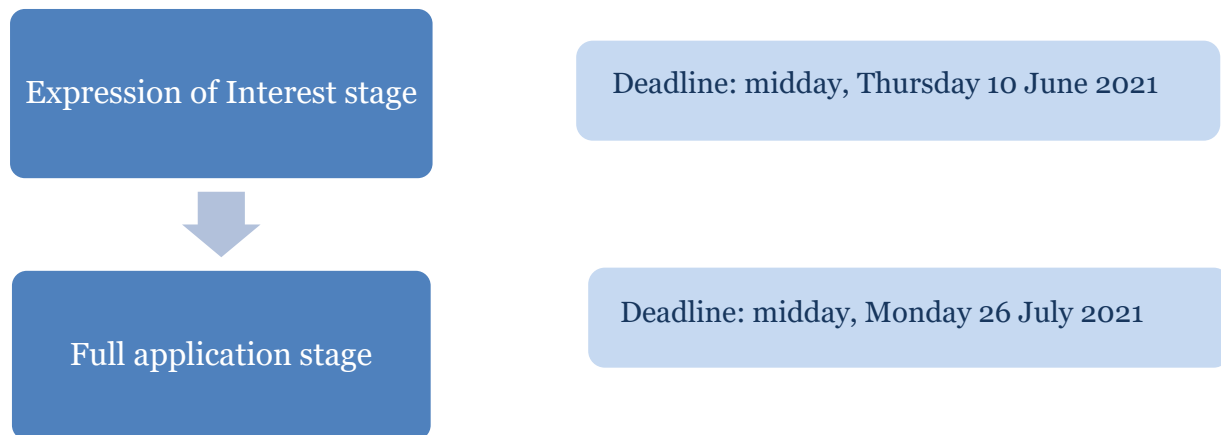
Skills and experience needed to deliver successfully

Lead schools should:

- offer a broad and balanced curriculum with a rich extracurricular offer grounded in creativity
- hold a leadership role across an existing network or cluster of at least eight to 12 schools
- be working with schools with higher than average Pupil Premium and free school meals
- have a named senior leadership team champion and named governor support for teaching for creativity
- have experience and an existing approach to teaching for creativity

Section five – how to apply

There are two stages to the application process for this programme:



Expressions of Interest and applications are made on our online application system, Grantium. To use the system to apply you need to have an applicant profile that has been validated by us. If you do not already have a profile in Grantium, you will need to set one up. It can take up to five working days for us to validate new profiles, so please do this as soon as possible. Guidance can be found [on our website](#).

If you have not submitted any new applicant profile for validation before **12pm (midday) on Monday 7 June 2021**, we will not be able to guarantee its validation in time for you to apply to this fund.

Expression of Interest stage

If you believe you have a proposal that meets all of the [eligibility criteria](#) and the criteria described within the '[Meeting the brief](#)' section, please tell us about it by completing the online Expression of Interest form which will give you the opportunity to describe your outline proposal in no more than **2,500 characters** (including spaces – this is equivalent to approximately 400 words). **Expressions of Interest must be submitted by 12pm (midday) Thursday 10 June 2021.**

Within your Expression of Interest please tell us:

1. The anticipated overall project cost and the amount you would like to request from us if you are invited to apply
2. About your commitment and current approach to teaching for creativity
3. How your proposed lines of enquiry – and specific research question – will contribute to the aims and outcomes of the Creativity Collaboratives pilot
4. The makeup of the school network you will lead in this pilot
5. How you will evaluate the impact of your project

Please ensure your response is succinct (approximately one paragraph per section). If you do not include all this information, we may not be able to consider your Expression of Interest.

To help us consider the Expressions of Interest we receive, we will work with an external expert advisory group⁴. We will share your application with this group for this purpose. Please see our [General Privacy Notice](#) for how we process your information.

We will inform you by email whether we think that your proposal could make a significant contribution to [the aims and outcomes of this development fund](#) by **28 June 2021**. If you are invited to make a full application you will have **four weeks** in which to develop your full application and the mandatory supporting documents required, as detailed in this guidance document.

Unfortunately, if we decide not to invite you to apply we are unable to give feedback or engage in a discussion about why your proposal is not being taken forward at this time.

Making a full application

When to apply

If you are invited to make a full application, the online application form will open on Grantium on **Monday 28 June 2021**.

⁴ The purpose of the advisory group is to bring sector expertise to the decision-making process, offering robust advice and/or recommendations to key decision-makers to ensure the Creativity Collaboratives programme meets the aims and outcomes of the fund. The group includes representatives from the Durham Commission, the Paul Hamlyn Foundation, the Centre for Real-World Learning, Bridge Organisations and Arts Council England.

Applications must be submitted by **12pm (midday) on Monday 26 July 2021**. Applications submitted after this time will not be considered.

Application process

1. Read this guidance carefully and contact us

This guidance gives you information on how to apply and answers some common questions. If you have any further questions you can contact our Customer Services team at enquiries@artscouncil.org.uk

2. Prepare and submit your proposal

You must apply through [Grantium](#).

The Grantium guidance for applicants [available on our website](#) should provide you with all the information that you need about how to access the system and complete your online application.

Basic details

You will be asked to provide a concise description of the activity you are proposing to deliver (no more than 600 words) and confirm the amount of funding you are applying for, in addition to the total value of the project, including the cost of activity coming from sources other than the Arts Council (eg in kind support).

Responding to the brief

The proposal can be a maximum of 60,000 characters, divided into three sections:

- Meeting the brief (20,000 characters)
- Governance and management of the activity (20,000 characters)
- Financial viability (20,000 characters)

You do not need to use the full character count if you do not feel it is necessary. Use the criteria/prompts in [Section six of this guidance](#) to help you structure your proposal.

Attachments

You must upload the following mandatory attachments on the 'Attachments' screen:

- a detailed budget for the activity showing proposed income and expenditure (as an Excel sheet or similar – a budget template will be made available to applicants on request)
- a cashflow for the project activity
- a work plan for the proposed project, including milestones and key review dates (an activity planning template will be made available to applicants on request)
- a list of schools/educational establishments that will participate in your network, including their seven-digit Department for Education (DfE) number or other appropriate reference numbers, where applicable (eg UKPRN)
- financial statements for your previous financial year, prepared to the relevant legal standard for an organisation of your size and status
- your latest management accounts

Assistance with your application

We are committed to being open and accessible, and want to make the Creativity Collaboratives application process accessible to everyone.

If you experience any barriers within the application process or require help to make an application, our Customer Services team can be contacted by email: enquiries@artscouncil.org.uk

After you submit your application

We will conduct an eligibility check within 10 working days of the deadline for applications. If your application is not eligible, this means that we cannot process it any further and it will not be considered for funding. If your application is not eligible we will write to you to let you know, and will explain our decision.

Section six – how we will make our decision

We will aim to notify applicants of our decision no later than the end of September 2021.

We will check your application to ensure that you have provided all the information we have requested.

We will make our decision based on the information you provide in your application, any further information that we request and, where relevant, data and information from the DfE's [register of schools and colleges website](#) and the Charity Commission and Companies House websites relating to your constitution and audited accounts from the past two years.

Each criterion ('Meeting the brief', 'Governance and management of the activity' and 'Financial viability') will be assessed using a five-point word scoring:

- **Not met**
The application does not meet the criteria
- **Potential**
The application does not meet the criteria but shows potential to do so
- **Met**
The application meets the criteria
- **Met (strong)**
The application meets the criteria and shows strong qualities
- **Met (outstanding)**
The application meets the criteria and shows outstanding qualities

On the basis of these ratings we will recommend whether an application is suitable for funding.

Applications that do not achieve at least 'met' under all three criteria will not be recommended for funding.

Assessment criteria

We will assess each application against the following criteria, using the assessment prompts below:

Criteria
Meeting the brief Word count: up to 20,000 characters <ul style="list-style-type: none">• Clear and convincing plans to deliver on the fund's aims and outcomes and all the elements of what you will be expected to deliver, as described in this brief• Appropriate partners with clear roles and responsibilities• Robust plans for resourcing the activity effectively• Activity that builds on and does not duplicate activity funded by other Arts Council grants
Governance and management of the activity Word count: up to 20,000 characters <ul style="list-style-type: none">• Feasibility of work plan• Demonstration of skill, experience and capacity to deliver the proposed programme• Strong strategic fit with the applicant's other activity• Appropriate governance arrangements in place and/or planned, including how partners are engaged• Appropriate plans in place to manage risk
Financial viability Word count: up to 20,000 characters <ul style="list-style-type: none">• Financial viability of the applicant and of the project• Demonstration of appropriateness of proposed budget• Evidence of organisational buy-in by applicant and project partners, as cash investment and/or in-kind support

Balancing criteria

In assessing the application we will also consider these **balancing criteria**:

1. Achieving a variety of types of schools, both leading and involved in networks (primary, secondary, SEND, PRU).
2. Achieving a variety of type and size of school network.
3. Equality and diversity – the proposed reach of the activity in terms of participants, and the extent to which the proposed activity promotes creativity for pupils experiencing societal inequities. This may be working in schools with above average percentage of Pupil Premium and free school meals eligibility.
4. Geographic spread of activity across England.

These balancing criteria will be used in addition to the main criteria to ensure a good spread of funded projects according to each balancing criterion, and to differentiate between a number of proposals that are considered fundable.

To help us apply our balancing criteria, we will work with an external expert advisory group. We will share your application with this group for this purpose. Please see our [General Privacy Notice](#) for how we process your information.

Decision making

Once we have scored your application and a recommendation has been made whether to fund it, we will make our decision. To do this we will consider how strongly your activity scored against our criteria, any balancing criteria we have outlined above, and we will also consider your activity alongside other applications to the fund.

Terms and conditions

If your application goes on to be successful, all grant holders must agree to our [terms and conditions](#).

Making a complaint

As an organisation, we will always listen to and respond to any concerns that you may have. If you would like to make a complaint about either the service you have received from Arts Council England or the way we have handled your application, we have a process that you can use.

Please note that Arts Council England does not have an appeals process and for this reason, we are unable to accept complaints that relate solely to the decision we have made rather than how we have made it.

For more information, please visit the 'Complaints' section of our website, under 'Contact us' (www.artscouncil.org.uk/contact). Additionally, you can email complaints@artscouncil.org.uk

Section seven – Freedom of Information Act

The Arts Council is committed to being as open as possible. We believe that the public has a right to know how we spend public funds and how we make our funding decisions.

We are also listed as a public authority under the Freedom of Information Act 2000. By law, we may have to provide your application documents and information about our assessment to any member of the public who asks for them under the Freedom of Information Act 2000.

We may not release those parts of the documents which are covered by one or more of the exemptions under the Act. Please see the Freedom of Information website at www.ico.org.uk for information about freedom of information generally and the exemptions.

We will not release any information about applications during the assessment period, as this may interfere with the decision-making process.

Section eight – data protection

The Arts Council is committed to using any personal information (or personal data) we collect on a lawful, fair and transparent basis, respecting your legal rights as an individual in accordance with the UK General Data Protection Regulation, the UK Data Protection Act 2018 and other applicable laws that regulate the use and privacy of personal data (Data Protection Law).

As part of us meeting this requirement, we have published our General Privacy Notice for you to refer to [here](#). This tells you more about: the personal data the Arts Council collects; the different purposes that we use it for and on what legal basis; who we may share that personal data with; how long we keep it; and your legal rights, including your right to contact us and receive information regarding the personal data about you that we may hold from time to time.

For further information about our obligations and your rights under Data Protection Law, as well as how to report a concern if you believe that your personal data is being collected or used illegally, please also see the Information Commissioner's Office website at www.ico.org.uk

Successful applicants information will be shared with Freelands Foundation.

Contact us

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The Hive
49 Lever Street
Manchester
M1 1FN

Website: www.artscouncil.org.uk

Email: enquiries@artscouncil.org.uk