



Greater Manchester Culture Fund: SPIRIT



Guidance for Applicants:

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ESSENTIAL INFORMATION

Criteria and Policy Guidelines

This guidance on the GMCA Cultural Grants Funding Programme should give you all the information you need to apply. Please read it carefully before you fill in the application.

The Grants Programme operates over a period of three years, from 1st April 2023 to 31 March 2026. Organisations are invited to apply for three years of grant, which will be subject to six monthly review and reporting.

The Greater Manchester Strategy For Culture And Creativity

In March 2019, Greater Manchester Combined Authority published its first ever strategy for Culture and Creativity; **Grown in Greater Manchester. Known Around The World.**

Greater Manchester's rich history and culture have developed Greater Manchester into a global brand that speaks of innovation, creativity and social progress. Our international reputation was, and is, built on the creativity of our people, and we must invest in creating the conditions for that creativity to flourish in the future.

We are known around the world for our significant contribution to music, literature, theatre, art, politics and history. We will maintain and further develop our cultural offer to grow this reputation, developing, attracting and retaining the very best creative talent. Greater Manchester will be a place where artists and cultural organisations deliver high quality culture that is reflective of our people and places and maintains the height of our ambition, positioning GM as a leading centre for culture and creativity, regionally, nationally and internationally.

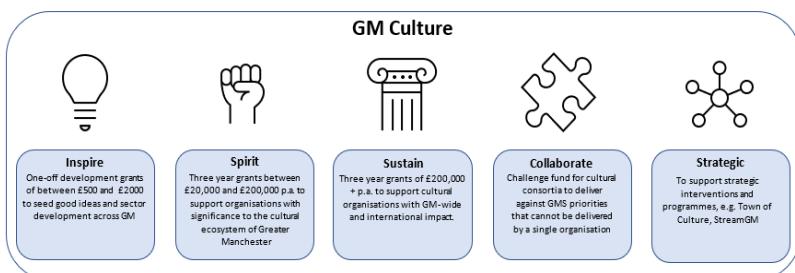
We understand the importance of culture, not just as a 'nice to have', but as a vital part of the lives of our people and the vibrancy and distinctiveness of our places. Culture has a role to play in addressing some of Greater Manchester's most pressing issues and in promoting our places to visitors from all over the world. This is why the Greater Manchester Culture Strategy reflects, and will support, successful delivery of the Greater Manchester Strategy, which sets out ten priorities to make Greater Manchester one of the best places in the world to grow up, get on and grow old.

Through this unique approach, Greater Manchester's cultural offer will reflect the diversity of our people, who feel empowered to share their stories with the world, improving their wellbeing, and increasing the prosperity of our businesses and the attractiveness of our places.

[The Full Strategy is available to read on the GMCA website.](#)

In October, 2022, in recognition of the economic and societal changes that have taken place since GMCA launched its Culture & Social Impact Fund in 2017, [GMCA agreed to a new investment approach, 2023-2026](#). This new investment approach splits GMCA Culture investment into five strands.

Throughout November 2022, we are inviting applications to our three-year grant funding programmes; SPIRIT and SUSTAIN.



THIS APPLICATION GUIDANCE IS FOR THE SPIRIT STRAND OF INVESTMENT

SPIRIT will support locally-loved and important organisations with an award of between £20,000 and £200,000 p/a. Organisations in receipt of Spirit Grants will not need to deliver across all of Greater Manchester, but will be of strategic importance to the cultural ecosystem of the city region.

If you wish to apply for more than £200,000 p/a, please look at the SUSTAIN strand of investment.

The Greater Manchester Culture Fund has five priorities, each of which maps on to at least one of the priorities in the Greater Manchester Culture Strategy and **applicants to SPIRIT must meet at least two of these priorities:**

- Contribute to the recognition of Greater Manchester locally, nationally and internationally to attract new investment, new visitors and new talent to Greater Manchester;
- Make a positive contribution to improving skills and employability of residents in Greater Manchester, including support for the creative education, expression and ambition of young people across Greater Manchester;
- Play a strong role in developing strong and inclusive communities and an improved quality of life for residents, particularly those residents at risk of disengagement or social isolation; and
- Be able to evidence how the project will make a positive contribution to improving residents' health and well-being and meeting our equality duties.
- Provide paid employment and opportunities for freelancers, individual practitioners and organisations within the Greater Manchester

Who Can Apply

The Greater Manchester Combined Authority (GMCA) Culture Fund will provide funding to properly constituted, not for profit, voluntary organisations and cultural activity of more than local significance across Greater Manchester. Greater Manchester is defined as the ten Local Authorities of: Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford and Wigan.

Who Cannot Apply

Statutory Bodies, including Local Authorities, private (for profit) companies and organisations that do not deliver cultural activity of more than local significance across Greater Manchester.

Organisations can only submit one individual application or be part of one consortia application. Multiple applications will not be accepted.

When You Can Apply

Applications for the programme will be accepted up to **5pm on Friday, 25th November**. Applications received after this time will **NOT** be accepted.

Advice On Applying

We will be holding three online GMCA Culture Grants Advice Sessions where officers will be advising organisations on the information that should be provided in the application and how that information will be assessed. To find out more information on these sessions please contact cultureteam@greatermanchester-ca.gov.uk

Contact Us

If you have any difficulties filling in this form, please refer to the following guidance in the first instance. However, if you are still unclear then please contact cultureteam@greatermanchester-ca.gov.uk

Equality And Diversity

As a public service, GMCA is required by Section 149 of the Equality Act 2010 (the Public Sector Equality Duty) to demonstrate that it has due regard in the exercise of all of its functions to the need to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act
- Advance equality of opportunity between people who share a protected characteristic and those who do not
- Foster good relations between people who share a protected characteristic and those who do not

Question B2 allows you to demonstrate how your proposed activities will support GMCA to meet the above requirements. An Equality Impact assessment will be carried out and taken into consideration during the appraisal of applications.

COMPLETING THE APPLICATION FORM

Can You Apply?

This section is designed to establish whether you are eligible to apply for the fund before you complete the full application.

Please ensure you can answer yes to **all** of the questions before proceeding to the full application form.

What your application must include?

The information we expect to be included in each section of the application form is set out below.

It is important that you don't assume that the assessor already knows what you do and you must explain any specialist terms/abbreviations.

DETAILS OF YOUR ORGANISATION

1. General Information

Please fill in the details of your organisation so we know who to contact regarding your application.

2. How much are you requesting from GMCA?

Given the current funding climate we are only able to support a limited number of organisations using this funding. The final budget allocated to this fund will be decided based upon the quality of applications received

- If you are currently in receipt of Greater Manchester Combined Authority Culture and Social Impact funding, we ask that you are mindful of the significant financial pressures on this investment. If you are requesting an increase in funds please demonstrate what that income will be spent on, why it can't be raised elsewhere, and why the circumstances are exceptional and apply only to your organisation. You can submit this information in the box provided.
- If you have never received Greater Manchester Combined Authority Culture and Social Impact Funding, please be aware this call for applications is to support cultural activity only. Please bid for a realistic amount that will enable you to capably deliver the ambitions outlined in your proposal.

Please fill in the amount you are requesting from GMCA in 2023/24 - 2025/26 and complete the total requested amount in the final column.

To maximise the impact of this fund, Greater Manchester Combined Authority has agreed that, in reaching final recommendations about the portfolio of grants to award, a flexible approach will be needed to consider the issues of balance (across art form, geography and sustainability of the whole GM cultural ecosystem) and overall resources available.

In agreeing a portfolio of investment within budget constraints, it might be necessary to offer successful applicants less than they have requested. If this is the case, we will discuss required deliverables, as we will with all applicants, during the contracting stage.

3. Your Work

GMCA wants the Greater Manchester Culture Fund to benefit residents across Greater Manchester and will fund organisations who are able to demonstrate delivery of excellent cultural experiences.

This section will provide the GMCA assessor with details of the benefit to Greater Manchester that will be achieved from the proposed activities being funded (this can be based on current year information where applicable). You should provide both quantitative information (e.g. numbers of jobs or volunteers) and more qualitative information which demonstrates the full range of the impact your activities can bring. Provide details of how you have calculated the impact of your services where possible.

4. Priorities

The GMCA Culture Fund has five priorities.

- Contribute to the recognition of Greater Manchester locally, nationally and internationally to attract new investment, new visitors and new talent to Greater Manchester;
- Make a positive contribution to improving skills and employability of residents in Greater Manchester, including support for the creative education, expression and ambition of young people across Greater Manchester;
- Play a strong role in developing strong and inclusive communities and an improved quality of life for residents, particularly those residents at risk of disengagement or social isolation.

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- Be able to evidence how the project will make a positive contribution to improving residents' health and well-being.
- Provide paid employment and opportunities for freelancers, individual practitioners and organisations within the Greater Manchester

Applicants to the SPIRIT strand must agree to deliver against at least two of these priorities.

Please indicate which priorities your work will support in 2023/24 - 2025/26. While applicants need only deliver against two priorities, organisations will be scored on the number of priorities their work supports so demonstration of delivery against all is preferred.

Please use this section to articulate how your current and planned work will deliver against each priority you selected in Question 3. Using the 300 word allocation and a combination of qualitative and quantitative information, please demonstrate how your current activity and activity planned for 2023/24 - 2025/26 fits the priorities of the fund. While applicants need only deliver against two priorities, organisations will be scored on the number of priorities their work supports so demonstration of delivery against all is preferred. Only fill in detail for priorities selected in Question 3.

Below are examples of the type of information you might want to include in this section if available. You are not required to provide all this information but applications that can demonstrate and evidence the greatest impact to Greater Manchester residents, using a mix of the below measures, will be viewed favourably. Please use a mixture of quantitative and qualitative information as appropriate.

Priority 1: Contribute to the recognition of Greater Manchester locally, nationally and internationally to attract new investment, new visitors and new talent to Greater Manchester;

Impact	Suggested Measure
Additional Jobs Created	No of additional FTE's employed as a result of the funding, e.g. staff employed for a project, freelance staff
Jobs Safeguarded	No of FTE's continuing to be employed as a result of the funding
Volunteers Employed	Total no of volunteers
Volunteer Hours, including Trustee/Board Member Hrs	Total of annual hours worked by volunteers
Annual Turnover	Total gross expenditure

Annual salaries for GM-based staff	Total salaries (including NI contributions) paid to staff living within GM
Spend in local (GM) supply chain	Total spend on goods, services and materials with local suppliers to support delivery of services
Additional Visitors to GM – where applicable	Additional visitors accessing activities/services provided by your organisation. These can be: Overnight visitors and/or Day visitors (defined as a drive time of 20 miles)

Priority 2: Make a positive contribution to improving skills and employability of residents in Greater Manchester, including support for the creative education, expression and ambition of young people across Greater Manchester.

Impact	Suggested Measure
No of people receiving training	Total no of staff, residents and volunteers trained through your activities
No of formal qualifications achieved	Total no of staff, residents and volunteers receiving qualifications as a result of training received
People gaining jobs as a result of participation or learning	No of people moving into jobs as a result of participation in activities or training received
People accessing other learning opportunities	No of people moving onto other learning or training as a result of learning accessed through activities
Participation by Children & Young People (0-24)	No of children or young people volunteering or participating in your activities or attending an event or project. Give the absolute number and also represent it as a % of all beneficiaries in GM.

Priority 3: To play a strong role in developing strong and inclusive communities, contributing to an improved quality of life and well-being for all residents

Impact	Suggested Measure
Participation in cultural activities	Number of residents participating in activities through the Project. Include the number of beneficiaries participating in cultural activities in GM. Please then show how this translates into a % of all GM beneficiaries
Participation of hard to reach or socially/economically excluded groups	% of your work/activities which are directly targeted at these groups including number of beneficiaries targeted. You should show how you have taken the needs of socially and economically excluded groups into account (e.g. Black and Minority Ethnic groups, disabled people, older people and

	people on low incomes). Include details of how you will monitor the number of people from those groups using your services).
Improves community cohesion	Number of individuals or groups of people brought together to create understanding. Include summary of how the funding will support activities that improve community cohesion. Please include any supporting evidence to your bid if you deem necessary.

Priority 4. Be able to evidence how the project will make a positive contribution to improving residents' health and well-being.

Impact	Suggested Measure
Reduces demand on other public services	Include preventative activity which reduces demand elsewhere (e.g. on health or criminal justice services). Summary of how the funding will support activities that reduce demand on other public services.
Improves health and well-being of residents	Include evidence of previous activity that has improved the health and wellbeing of Greater Manchester residents. Use a mixture of quantitative and qualitative information.

Priority 5: Provide paid employment and opportunities for freelancers, individual practitioners and organisations within the Greater Manchester

Impact	Suggested Measure
Supports the cultural ecosystem in Greater Manchester	Include impact of activity on the cultural ecosystem in Greater Manchester. Number of organisations worked with or opportunities developed or delivered with partner organisations.
Provides paid employment freelancers, individual practitioners	Include information on the number of freelance opportunities offered. How have these opportunities been developed? Are these 'quality' opportunities?

5. Your Proposed Work

This question allows you to talk about your future work, giving space to tell us about what you plan to do with the funding requested. Please tell us how you shape your programmes and identify and communicate with audiences and participants. If you have evidence of demand for your work, or feedback on quality or impact of your previous work, from residents or other service providers, please include in this section too.

6. Geography

This question asks you about the different partners you work with to enhance your work and maximise impact for Greater Manchester residents. This could include local, national or international partners you work with to improve the quality and reach of your work.

This question asks you to articulate why your organisation is of significance to the local area and communities you serve.

7. Impact

Please use this question to explain how you will monitor the impact of your work, indicating the type of qualitative and quantitative data you collect, methods for collection and how this information is analysed and incorporated into future plans.

8. Management

Please use this question to demonstrate your understanding of potential challenges to delivery in 2023/2024 – 2025/26 including how you will identify them, who is responsible for addressing them and clear and achievable mitigations in place to manage these challenges.

9. Governance

The first section asks you about the type of organisation you are and details of your board or management committee so that the assessor can be assured that your organisation is robust and properly constituted and therefore eligible to receive grant funding under the Funding Programme.

The second section asks what policies you have in place to guide your activities and to describe your approach to risk management. You need to submit copies of the Financial Management policy with your application and you may be asked to provide copies of other policies at a later date.

Financial Information

This section asks you to provide full details of your costs and income (public grants, private funding income, fees or sponsorship) to deliver the activities, including any explanatory notes on how budgets will be managed and how you might mitigate future financial pressures.

Balancing Criteria

We want this funding to benefit the greatest possible number and diversity of people across Greater Manchester so will be taking a portfolio approach to decision making, looking to balance a number of factors in decision making. This section outlines the balancing criteria that will be used, alongside the appraisal of your application, when making final funding decisions.

This section will not be scored, but a summary will be provided as contextual information to help decision makers create the most balanced portfolio possible with greatest benefit to residents. The portfolio will be balanced using the following four themes.

Geography

Diversity

Artform

Scale

Declaration

You must make sure that the declaration is signed by the Chair or Deputy Chair of your Board or Management Committee. Wherever possible please complete an electronic version of this form and include a scanned signed version of the form.

You are also asked to include the following documents with your application:-

1. A copy of your latest Audited /Independently Verified Accounts for your organisation.
2. Financial Management Policy
4. One copy of your current staff structure indicating name, job title and hours (F/T, P/T)
5. Constitution or Memorandum of Articles of Association
6. Certificate of Incorporation

APPLICATION ASSESSMENT & DECISIONS

Assessment process

When we receive your application we will first check whether it is eligible (see 'Who can apply' on page 2 of this Guidance). All eligible applications will then be considered against the criteria set out in this Guidance.

Our assessment will be in two distinct stages:

- the first stage is an assessment of the application itself, looking at the organisation and its ability to deliver the activities that it proposes
- the second stage is about balancing the funded organisations that are supported to achieve our objectives and priorities and will shape the final client portfolio so that GMCA is able to best deliver the priorities of the Grants Programme.

We will make our assessment on the basis of the information you provide in your application, including any further clarification information that we request from you or other stakeholders.

Stage One of Assessment: Contributing to GMCA Priorities

Stage One makes an assessment regarding the contribution that your organisation would make to our objectives and priorities. All applications will be assessed against the following criteria:

a) Contributing to the GMCA Culture Fund Grant priorities:

You must provide details on the programme of work or the activities you wish to do and how they will contribute to the following priorities:

- Contribute to the recognition of Greater Manchester locally, nationally and internationally to attract new investment, new visitors and new talent to Greater Manchester.
- Make a positive contribution to improving skills and employability of residents in Greater Manchester, including support for the creative education, expression and ambition of young people across Greater Manchester.
- Play a strong role in developing strong and inclusive communities and an improved quality of life for residents, particularly those residents at risk of disengagement or social isolation.
- Be able to evidence how the project will make a positive contribution to improving residents' health and well-being.

- Provide paid employment and opportunities for freelancers, individual practitioners and organisations within the Greater Manchester

An Equality Impact Assessment (EIA) will be undertaken and equality will be given due regard during the assessment process.

b) Governance, leadership and management:

You need to have appropriate governance, leadership and management to be able to deliver effectively the programme of work that you propose. You will be asked to confirm that your application is supported by the governing body of your organisation.

c) Financial sustainability:

Your organisation needs to be legitimate, financially stable and have appropriate financial controls in place to be able to deliver effectively the programme of work that you propose.

We will consider how you have planned your income and expenditure for this funding period alongside your latest audited/verified accounts. We will expect your application to demonstrate clear value for money (e.g. efficiencies through collaborating with other partners and minimising overheads) and that the lowest level of grant needed to support the proposed activity is requested.

Where it is appropriate, we will also take into account the extent and strength of financial support from other partners, such as other funders and agencies.

Stage Two of Assessment: balancing investments and outcomes

The second stage considers how activity proposed by applicants fit into a portfolio of organisations and services which will achieve a balance of outcomes against the priorities. This stage looks at a range of areas where GMCA wants to find a balance across its investment in the sector, namely:

- Geography
- Diversity
- Artform
- Scale

Who will make the decision?

Assessments during the first stage will be made by GMCA officers.

GMCA Executive Board will determine grant awards.

GMCA Culture Funding agreement

Any decision to offer funding will be subject to organisations discussing and finalising a detailed funding agreement with the GMCA. This process could result in agreed changes to your planned activities and budgets.

Complaints procedure

The decision of the GMCA Executive Board is final and no appeals will be accepted. However, if you have any issues with the application process, contact CultureTeam@greatermanchester-ca.gov.uk and we will discuss this with you. If we are unable to resolve your complaint, you can ask for a copy or download GMCA's Complaints Procedure from our website.