

**Dylan Thomas 100:  
*A Symphony of Voices***



**Funding Information Pack**

## **Celebrating Dylan Thomas**

2014 is the centenary of the birth of Dylan Thomas in Swansea. Thomas is one of Wales's most important and revered writers. To celebrate this unique event, the Welsh Government, Arts Council of Wales and local authority partners are leading a celebration of Dylan Thomas life, his work and his legacy.

In the run-up to 2014, and during the year itself, funding partners will be investing in a year-long programme of activity. The programme of events – large and small, international and local – will highlight the artistic, cultural, educational and commercial opportunities that such a unique celebration can offer.

If you'd like to bid for inclusion in the Dylan Thomas 100 programme of events, this Information Pack explains what you should do.

## **Applying for financial assistance**

We know that some people find it difficult to apply for funding. Given the popularity of Dylan Thomas we're expecting to receive more proposals for funding than we're able to support. This means that only the very best projects are likely to be funded.

Having a great idea or an exciting project is the essential first step. But you also need to submit a proposal that clearly and accurately describes what you want to do.

We want you to feel that you've been able to present your ideas and your proposal in as persuasive a way as possible.

To help you do this we're adopting a simple two-step process.

## **The two-step process**

### Step 1

As a first step, you'll be asked to complete a short questionnaire, which will enable us to judge whether your event meets the strategic priorities that we've identified for Dylan Thomas 100. Your proposals will be assessed against a set of criteria, which we explain below.

### Step 2

If we're satisfied that your event proposals are closely aligned to the Dylan Thomas 100 priorities, we'll invite you to provide a detailed proposal explaining how your event would be delivered.

For the more substantial bids, we'll ask you to submit a business plan. We'll use your business plan to assess the quality of your proposals, your experience of managing major events and the overall viability of your plans (both financially and in terms of delivering a long-term positive impact for Wales).

## Getting started

Before submitting your initial proposal, we'd strongly urge you to make sure that you're familiar with the vision and objectives that we've established for Dylan Thomas 100.

Our **vision** is of a compelling, inspiring celebration of the life, work and influence of Dylan Thomas – a year-long programme of cultural and academic activity that enthuses people in Wales and beyond, brings new visitors to Wales and which has an impact that leaves a fitting legacy for the longer term.

Earlier in the year we commissioned Parthian (in Association with Tinderbox Arts Consultants) to add substance and shape to this vision. You can find the executive summary of their report by clicking on the following link:

[to be added]

Through our specific **objectives** for the project, our ambition is to see a high quality, all Wales and beyond, event and education led festival to mark the centenary of Dylan Thomas' birth.

These objectives are:

- To produce a high-quality, all Wales and beyond, event- and education-led festival to mark the centenary of Dylan Thomas's birth.
- To promote a programme of high quality creative activity that features, or is inspired by, the life, work and influences of Dylan Thomas, which keeps his legacy alive for new generations.
- To help the people of Wales to recognise and celebrate Dylan Thomas, to raise the profile of Dylan Thomas as a cultural icon within Wales.
- To provide an entry point into Dylan Thomas and his work, creating a new shop window for the work and for Wales. This should be used to inspire other writers and artists and in turn they will go out and inspire others about Wales - its landscape, its people and its literature.

- To encourage the use of new digital media and to create an online platform with a range of digital resources and applications, which is a hub for information, creativity and communication.
- To encourage dialogue between visitors, academics, researchers, artists, teachers and students.
- To encourage the development of creative, reading and literacy projects, particularly involving young people.
- To engage with local areas associated with Dylan Thomas to help enhance community spirit.
- To help raise Wales' international profile, as an inspirational, creative country to visit, invest in, and learn in, in key markets in UK including London, and beyond, including the USA.
- To drive visitor numbers and spend to all parts of Wales associated with Dylan Thomas in 2014 helping develop a sustainable Dylan Thomas trail beyond 2014.
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- To be a truly bilingual festival, allowing all the people of Wales to contribute to and learn about their heritage in both of its languages.
- To offer opportunities to discuss and explore Dylan Thomas's work at a range of scales and in a range of settings, allowing as many people as possible to take part in this exciting celebration.
- To foster new educational and artistic collaborations, along with offering sponsorship opportunities to companies based in Wales, which can have a life way beyond the festival year.
- To leave a lasting legacy that inspires future creative activity and helps stimulate the creative industries sector in Wales.

## Making sure you meet our criteria

We want to fund a range of challenging, engaging, celebratory and inspiring events as part of Dylan Thomas 2014. We want to see events and ideas which bear the hallmark of Wales by investing in activity which is special and unique to Wales in its form, content and setting. It's about creating high quality, new cultural opportunities for the public to encounter the life, work and influences of Dylan Thomas.

Projects that present a persuasive case for support will demonstrate the impact that they can deliver under the following criteria for support.

### Creative content

- consistent with the vision and objectives for Dylan Thomas 100
- artistic excellence
- demonstrates vision, passion and imagination
- likely to enhance the reputation, appreciation or understanding of Dylan Thomas
- provides Welsh audiences with world class experiences

### Innovation

- engages with or is inspired by Dylan Thomas' work in new and inspiring ways
- presents or explores Wales and Welsh writing in new light
- involves the commissioning of new work
- makes use of new media in a range of ways

### Engagement and participation

- attracts new audiences and broadens the horizons of existing audiences
- widens access to, and encourages sustainable participation in, cultural activity

### Inclusivity

- promotes, supports and makes use of the Welsh language
- promotes and supports cultural diversity

### Planning and viability

- well planned and manageable
- shows evidence of strategic thinking
- financially secure
- provides an opportunity for legacy beyond 2014

### Economic

- stimulates new enterprise and business growth
- promotes tourism in key markets
- promotes Wales as a high quality destination for visitors and for business

### Environmental

- Demonstrates an awareness of environmental and sustainability issues

## **Are you eligible?**

To qualify for funding, your organisation must:

- have a Memorandum and Articles of Association or a Constitution and a bank or building society account with at least two signatories
- have a track record of managing and delivering relevant activity
- not be in default on any agreed repayment of a loan, grant or invoice from either the Welsh Government or the Arts Council of Wales

Your proposed project must:

- take place in Wales, although up to 15% of any touring costs may be for activity in other parts of the UK
- be new, time-limited activity that is additional to the usual work of your organisation (if you are a revenue funded organisation of the Arts Council of Wales you can only apply for funding that lies outside your normal programme of activity)
- include a minimum level of 25% of partnership funding
- address our funding criteria

The following proposals are not eligible for Arts Council of Wales funding.

- activity which has no discernible connection with the ambitions of Dylan Thomas 2014
- activity that would form a normal part of the programme delivered by a revenue funded organisations of the Arts Council of Wales
- full-time courses in further or higher education institutions
- individual tuition or lessons
- part-time undergraduate or post graduate courses
- capital costs associated with buildings or with the purchase of equipment

## Partnership funding for your project

The 25% level of partnership funding should be seen as a minimum. You will be expected to maximise contributions to your project from other partners and earned income. We are keen to support projects which are funded collaboratively.

Funding for your project from other sources demonstrates a commitment to the aims of the project by funding partners and, in sharing the cost, allows our funding to be distributed amongst more projects.

Your partnership funding can be in cash or some can be 'in kind'.

Partnership funding may include:

- your organisation's own resources
- cash contributions from other partners in the project
- earned income (e.g. from tickets or exhibition sales)
- grants from other organisations (at least 10% from non-Lottery sources)

In kind contributions up to 10% of the total project cost can be included. For example, donated rehearsal space, volunteer time; loan of equipment are eligible as partnership funding, but these cannot be from your own resources. (Suppliers' discounts are not eligible.) You will need to provide written evidence of all in kind contributions.

## The funds

A fund of **£750,000** is available for distribution. The precise number and type of projects that are supported will depend on the quality and range of applications that are received. However, for planning purposes we have notionally allocated:

<b>£500,000</b>	To support 4-5 major 'signature' events of genuinely international quality and significance. We would normally expect to allocate no more than £150,000 to a single project or application.
<b>£225,000</b>	To support 8-10 projects at a level of funding from £10,000 to £30,000
<b>£25,000</b>	To support 25 smaller scale projects with a community focus, up to a level of funding of £1,000 each

## Other ways we can show support

We're aware of a number of interesting projects that don't require any public funding.

Such projects, providing that we're sure that they meet the quality standard, can still be included and publicised in the official Dylan Thomas 100 programme. We'll also be able to provide you with an exclusive 'brand' which you can use on your publicity as an endorsement of the quality of your event.

## Decision making

All decisions will be made by a specially convened panel comprising representatives of the funding partners and their advisers.

We'll let you know the outcome of the decision as soon as possible following completion of our discussions. If the decision is taken not to support your event, we'll provide you with the reasons why.

## Making an application

Application processes are being managed by the Arts Council of Wales.

A Step 1 Questionnaire can be downloaded from the Arts Council of Wales website by clicking on:

[\[link to be added\]](#)

There are no prescribed 'bidding rounds' for applications. However, completed Step1 Questionnaires should be submitted no later than 12 noon Thursday 5 July 2012. These should be sent to the Arts Council's Cardiff Office, addressed as follows:

DT 100  
Arts Council of Wales  
Bute Place  
Cardiff CF10 5AL

If you're invited to submit a Step 2 proposal, we'll provide you with a further explanation of the information that we'll need. For any proposal seeking funding in excess of £30,000, a business plan will be required.