



Dylan Thomas 100:  
*A Symphony of Voices*

Funding Information Pack:  
Stage 2 application process

## Dylan Thomas 100 Festival: the next steps

Thank you for your recent application for funding.

All the initial Stage 1 applications have been assessed, and your proposal has now successfully passed on to Stage 2 in our application process. Although you've cleared the first sift of applications, we would now like some more detailed information to help us make a final decision.

Progressing to Stage 2 is an important achievement. Unfortunately, however (and it's important that we stress this), it is not a guarantee that we will be able to support your project – as you might expect, we've received many more applications than we're able to support. Nevertheless, there was enough in your Stage 1 application to convince us that you have an interesting idea, and we want to give you the opportunity to expand on your initial application.

### Stage 2 of the application process

We're now ready to invite you to provide a more detailed proposal.

The key document that we need is a **business plan** setting out how the event/s will be delivered. We will use your business plan to assess your experience of managing major events and the overall viability of your proposals – both financially and in terms of delivering the objectives of the Dylan Thomas 100 Festival. (These were set out in the Stage 1 funding information pack and are attached again as an appendix.)

We're not insisting on any set or prescribed format for the business plan.

The level of detail that you'll need to include will obviously depend on the size of your project and the amount of funding that you're looking for. So we'd encourage you to use your judgement as to the amount of information that you provide. The most important thing is that you can convince us that you have exciting, viable plans, backed by the experience and skills to deliver those plans.

As a minimum, we would expect your business plan to cover the following matters:

- **Aims, objectives and targets** – your project is more likely to succeed if you're clear about what you're trying to achieve. Having clear targets brings a measure of practical reality that helps us to understand exactly what you're trying to achieve

- **Governance and management arrangements** – as the stewards of public funds, we need to be convinced that the organisations we’re funding have the organisational skills to make a success of their projects. Details of relevant experience and track record will help reassure us
- **Budget forecasts (income and expenditure projections)** – we want to understand how much your project is going to cost, and how you’re planning to meet those costs. Budgets must balance, and there should be sufficient detail in any explanatory notes to help us understand how you’ve arrived at the figures that you’re presenting
- **Support from trusts, foundations, sponsors or other commercial partnerships** – we’re keen to see the funds allocated to Dylan Thomas 100 acting as an incentive, bringing in other funds from elsewhere. It would also help us to assess the strength of support for your project if you indicate whether each source of other funding is confirmed or anticipated – please include any written confirmations if you have them
- **Risk management** – we know how difficult it is to predict, in advance, exactly how a project is going to go. Being entrepreneurial and taking risks is not necessarily a bad thing, especially if you’ve got the necessary contingency plans in place. Tell us what the key risks are, and how you’re planning to manage/minimise those risks throughout the life of your project
- **Marketing plans** – not only do we want your project to be successful, we also want to see it reaching the widest possible audience. Your marketing plans should contain a clear analysis of the audiences/participants you’re trying to reach. It should also contain imaginative, but practical, proposals that convince us that you’ll be able to reach your targets
- **Legacy plans** – one of our key outcomes for Dylan Thomas 100 is that it should leave a longer-term legacy that benefits the people of Wales. Tell us what impact your project will have beyond the immediate period during which it will take place
- **Welsh Language provision** – we’re committed to seeing a programme of cultural activity that’s delivered through the medium of English and Welsh. Tell us what commitments you’ll be making for your project to reflect Wales as a bilingual nation
- **Sustainable event management** – we expect projects that we support to reflect, or be in line with, the standard BS8901: Sustainability Management Systems for Events – <http://www.bsigroup.co.uk/en/Assessment-and-Certification-services/Management-systems/Standards-and-Schemes/BS-8901/>.

## 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.

## Submitting your business plan

The submission of business plans is being managed by the Arts Council of Wales.

Your business plan should be submitted **no later than** 12 noon on Friday 14 September 2012.

The easiest way to do this is by email to: **[funding@artswales.org.uk](mailto:funding@artswales.org.uk)**

Alternatively you can post or deliver it to our Cardiff Office (to arrive by the 12 noon deadline), addressed as follows:

DT 100 Stage 2  
Arts Council of Wales  
Bute Place  
Cardiff CF10 5AL

## Need more help?

You can contact us:

- by 'phone from 9.00am to 5.00pm Monday to Friday on **0845 873 4900**  
– at local call rates
- by email to **[funding@artswales.org.uk](mailto:funding@artswales.org.uk)**

## Appendix

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 visiting [www.dt100.info](http://www.dt100.info) and clicking on: *Resources*.

Through our specific **objectives** for the initiative, 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
- 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.