

CultureStep Guidelines 2017 / 2018

Funded by **Hodge Foundation** and **The Moondance Foundation**, CultureStep is designed to encourage new sponsorship and develop established business engagement with the arts. Through CultureStep, A&B Cymru invests in innovative partnerships of all kinds between the two sectors, enhancing projects and increasing their long term effectiveness.

Priorities & Criteria

All projects must benefit individuals living in Wales and address **at least one** of the following priorities:

- **Arts & Kids:** engaging socially disadvantaged young people with the arts, making a tangible difference to the lives of some of the hardest to reach young people.
- **Arts & Older People:** engaging vulnerable and disadvantaged older people with the arts, making a positive difference to their lives, offering inspiration to people who are usually isolated from family, friends and / or society.
- **Arts & Tackling Poverty:** partnering the arts to improve the lives of people living in poverty*.
- **Arts & Health:** working with the arts to aid mental, emotional and / or physical wellbeing.
- **Arts & the Environment:** encouraging awareness of and demonstrating commitment to environmental issues through the arts.

**Arts & Tackling Poverty focusses on people who do not have sufficient resources to provide an acceptable living standard which allows them to participate fully in society. Projects which aim to improve the quality of life of individuals and families facing such disadvantage are encouraged.*

In all cases, the business partner must be able to demonstrate that it is aiming to:

1. Achieve business objectives not previously addressed through arts partnership OR
2. Extend its relationship with the arts in a tangible and substantial way to achieve core objectives.

All projects must also demonstrate:

- Clear business objectives for investing in the partnership;
- The potential to develop a clear sustainable relationship between both parties;
- Value for money;
- The ability to manage and deliver the partnership;
- Appropriate plans for crediting and evaluation.

How Much Can I Apply For?

CultureStep encourages sustainability of business investment and provides incentive for new sponsors. Investment levels are dependent on the length of time the business has supported the arts in Wales:

If a business is in its first year of supporting the arts in Wales, the maximum CultureStep investment is £1 for every £2 of business investment.

If a business has been supporting the arts in Wales for 2 years or more, the maximum CultureStep investment is £1 for every £3 of business investment.

The minimum business investment required is £1,000 for first year partners of the arts and £1,500 thereafter.

The minimum CultureStep investment is £500. The maximum CultureStep investment is £5,000. However, in exceptional circumstances, the panel may consider applications for up to £10,000.

How does it work?

All CultureStep applicants will be assigned an A&B Cymru Manager to advise both partners on the process. Decisions are taken by the CultureStep Panel, made up of senior representatives from business, the arts and the public sector and chaired by A&B Cymru's Chief Executive. The panel meets 4 times per year. Meeting dates and application deadlines are published on A&B Cymru's website – www.aandbcymru.org.uk.

Once you have read these guidelines, the application process for CultureStep is as follows:

- ✓ Contact A&B Cymru for an initial discussion about your project. If eligible, A&B Cymru will e-mail you a proposal form;
- ✓ Complete the proposal form in consultation with your partner and submit to A&B Cymru by e-mail, no later than the published deadline. In order to ensure the strongest possible application, we advise you to submit a draft at least 3 working days before this deadline;
- ✓ A&B Cymru will inform you of the result of your proposal within 2 working days of the panel meeting;
- ✓ If successful, you will be sent a Schedule, Offer Letter and Declaration on receipt of an email confirming investment from the business partner;
- ✓ Should the A&B Cymru investment exceed £1,000, the payment will usually be split as 70% within 5 working days of receipt of the signed Declaration and 30% on receipt of a satisfactory evaluation report and financial statement. Should the A&B Cymru investment be lower than £1,000, full payment will be made on receipt of a satisfactory evaluation report and financial statement.

Please note that A&B Cymru will review projects on a case by case basis. The decision of the CultureStep Panel is final. There is no process for appeals.

Programme Eligibility & Exclusions

In-Kind investments

In-kind investment can be included within a project as an element of the business contribution. The panel will consider partnerships which involve 100% in-kind investment but such proposals must demonstrate real cost to the business.

Section 106 agreements between local authorities and developers will be assessed on an individual basis. Staff time to participate in projects or manage partnerships (except for professional services) are not eligible.

Included

- Professional services provided to assist the project e.g. Legal or Accountancy
- Products given or loan of goods provided to assist the project at cost price (not retail price)
- Revenue lost as a result of contributions made to the project e.g. rented spaces
- Fit out of buildings / space within buildings provided as a result of a section 106 agreement
- Provision of educational / community cultural spaces or facilities as a result of section 106

Restrictions on Investment

Funds must come from the business' own funds and not a third party. Where payments are split, the total will be considered in deciding the investment level. Marketing, public relations or advertising spend will be considered where it specifically supports the project. A&B Cymru may require evidence to demonstrate this.

Business Benefits

Projects must provide benefit to business. A&B Cymru will not fund projects that are based on charitable donations. Projects that are primarily social events or parties, are not eligible for investment.

New Money

Eligible projects must identify new business money over and above any existing commercial relationship between the partners.

Retrospective Investment

Business investment can be made to the project for which you are applying or to extend and deepen a partnership that has begun within the previous 12 months. CultureStep cannot fund retrospectively.

Cost Price Goods

Where goods, tickets and services are being purchased for a project, A&B Cymru can only invest in their cost price. Where tickets are being purchased for project participants, A&B Cymru requires a strategy that will ensure take-up and may require evidence of ticket receipts / box office data before paying for tickets.

Arts Partner Restrictions

CultureStep is open exclusively to A&B Cymru's arts members.

Organisations should be registered charities or legally constituted as non-profit distributing. Commercial arts organisations' eligibility will be reviewed on a case by case basis.

Individual artists may be eligible where they are members of relevant professional associations or able to submit the names of 2 referees. A&B Cymru may seek the recommendation of Arts Council of Wales.

Business Partner Restrictions

Investment from business' charitable trusts will only be considered if a project can demonstrate real benefit to the profit making business.

Geographic Restriction

CultureStep will only invest in arts partners based in the UK undertaking activity that directly benefits Wales.

Programme Limits

An arts or business partner may apply to the scheme up to 3 times in one financial year for separate projects provided that the overall CultureStep investment does not exceed £10,000.

Simultaneous Applications

No organisation can apply for A&B Cymru investment as both the arts and business partner simultaneously.

VAT

If the recipient of CultureStep provides services that are subject to input VAT no additional funds will be provided by A&B Cymru. When a business receives sponsorship benefits for their investment this is deemed an exchange of services and so VAT is payable by the business. CultureStep is a grant which is not subject to output VAT.

Validity of Offer

Unless otherwise agreed with A&B Cymru, all recipients of investment must:

- Return the signed schedule within 1 month of issue and begin the project within 6 months thereafter;
- Complete the project within 6 months of the agreed end date within a total time frame of 18 months;
- Evaluation and final financial reports must be returned to A&B Cymru within 3 months of project end.

Projects failing to comply with agreed timeframes will forfeit their final investments. A&B Cymru reserves the right to withdraw investments or request repayment, whole or in part.

Investment Crediting Guidance

It is a condition of CultureStep investment that all recipients undertake to publicly acknowledge our involvement, and that of the business partner(s). A&B Cymru can advise on how best to do this.

Financial Reporting & Evaluation

All CultureStep recipients must prepare detailed evaluation and financial reports setting out how the investment was used and other information A&B Cymru may reasonably request. Guidelines will be sent to applicants with the proposal form. Funding to cover the cost of evaluation can be applied for as part of a proposal. A&B Cymru will not look favourably on organisations / individuals that have previously received an investment and have failed to produce an appropriate evaluation report.

Recording Projects

CultureStep projects should be visually documented (e.g. photography, film etc) and shared with A&B Cymru so that a lasting legacy may be created.

Arts & Business Cymru Awards

The lead partner from each CultureStep investment is expected to submit a nomination for the A&B Cymru Awards, provided the project is deemed successful by all parties.