



India Wales Fund

## Application Guidance

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## India Wales Fund

*India Wales* is a joint initiative between Wales Arts International and the British Council, supporting artistic collaboration and exchange between creative professionals and arts organisations in Wales and India.

### **Purpose of the fund:**

To support artistic collaboration and exchange between creative professionals and arts organisations in Wales and India that will build sustainable relationships and networks between the two countries.

### **What we want to achieve:**

Cultural relations are longstanding; the 70th anniversary of Indian independence in 2017 offers an important opportunity for Wales and India to refresh existing relationships, to create new connections and to develop opportunities for new creative collaborations. 2017 has also been designated the official UK-India Year of Culture.

We want to increase the value of international cultural exchange to Wales; we want to celebrate Wales' culture in its diversity across language, creative expression and engagement; we want to build lasting and meaningful relationships across the globe through the arts. This is at the heart of the partnership work between Wales Arts International and British Council.

This fund has been developed as an important strand of our partnership and will continue our joint commitment over the past five years to support new ways for Wales to connect with India. It also forms a part of *Re:imagine*, a five year project (2013-18) initiated by British Council to redefine the relationship between the UK and India.

Through the *India Wales* Fund, we want to support projects that create new collaborations or build sustainable networks and partnerships based on mutual respect and curiosity. We expect projects to leave a legacy by helping to develop new skills and knowledge, audiences or artistic practice. We want to see connections between India and Wales that will continue beyond the life of our funding for the project. And we are particularly interested in projects that engage the Indian and Indian subcontinent diaspora communities in Wales and nurture new arts leaders from these communities.

We anticipate that the majority of projects will take place in 2017 and the first half of 2018.

We do not want to prescribe the types of projects developed but we will give priority to those projects that demonstrate one or more of the following:

- Creative collaborations or residencies between Wales and India based artists
- Showcasing the best of Welsh and Indian arts in Wales and/or India
- Artistic work that engages the diaspora communities in Wales
- Building skills and capacity and leaving a legacy
- Innovative use of digital technology
- Reflecting the linguistic diversity of both countries

**Projects we won't support:**

- Activity not relating to the arts
- Activity that does not demonstrate benefit to Wales
- Projects that have already started
- Projects that continue activity that is already taking place
- Activity that is already paid for by other sources of income
- Study or professional training

**Who can apply:**

Arts organisations and individual creative professionals based in Wales who can demonstrate that they meet our eligibility criteria.

Applications may be accepted from other UK based arts organisations where there is a clear partnership with one or more Wales based arts organisations or artist collectives. Applications from consortia will also be eligible.

All potential applicants must have a conversation with a Wales Arts International officer prior to developing an application. Applications received without this discussion will be immediately rejected.

This is an additional funding opportunity and we're interested in receiving as wide a possible range of applications as possible, so applicants with live Wales Arts International or Arts Council of Wales lottery awards will be eligible to apply to this fund. We will, however, consider your capacity to manage multiple projects when we consider the application.

### **Funding available:**

You can apply for a maximum of 75% of your project's eligible costs.

We expect applications to demonstrate a financial commitment to the project from the Indian partners(s) through cash or in-kind contributions to the budget.

A minimum of 10% of the income must be in cash, rather than in-kind.

Applications can be made between £5,001 and up to £75,000.

The total fund is up to £450,000 which be allocated across the two deadlines.

We expect a high volume of applications and there may be good projects that we are unable to support through this fund.

### **When to apply:**

There will be three deadlines for *India Wales* Fund applications:

**25 July 2016, 5:00pm**

**17 October 2016, 5:00pm**

**9 January 2017, 5:00pm**

Applicants will be notified of a decision within 7 working weeks of the deadline.

Applications will be jointly assessed by Wales Arts International and British Council.

### **Making your application:**

Have a conversation with a Wales Arts International officer.

Applications for this fund can be made via our website, by clicking on [www.wai.org.uk/funding/indiawales](http://www.wai.org.uk/funding/indiawales)

If you've not applied to us for funding before, you'll need to create an account to access the application form.

You will be asked to tell us about your project proposal through the following questions, which will form a part of our assessment process:

### **Describing your project and delivering artistic quality:**

We want to understand:

- What your project is and who your partners are, and why this project is important to the development of your artistic practice or programme based on your track record or your organisational business plan.
- How you will ensure that you deliver an artistic project of high quality.
- How the project will develop meaningful connections with partners in India that will lead to artistic outcomes in Wales and in India. We expect to see well thought out rationale and evidence, and any relevant research, background and context to this project.
- How the project meets one or more of the fund priorities.

### **Planning and managing a successful project:**

We want to see evidence that there is:

- A clear and compelling plan to deliver the project.
- Strong commitment from your Indian partners and demonstration of their role in the planning and management of the project.
- Capacity to successfully deliver this international project, and an understanding of the potential challenges and risks involved, with a plan in place to manage these.
- A plan to monitor the progress of the project and to evaluate the immediate and longer term benefits and outcomes of the project.

### **Benefitting the public:**

We want to understand:

- How the project will directly benefit your own artistic practice or your organisation both in the short and long term. We want to see the potential for sustained impact or benefit.

- How the project will benefit the wider arts sector in Wales and/or how it will engage new audiences in Wales.
- How will it benefit the sector and/or attract new audiences in India?
- How you will attract audiences and/or participants if you are presenting work as part of the project. We would expect to see a marketing plan and convincing plans to address equality and accessibility.
- The extent to which the project outcomes you aim to deliver are realistic and achievable.
- The extent to which your plans to reach out and attract people to your project, are appropriate to the scale and type of activity you plan to deliver, and are achievable.

### **Funding a successful project:**

We want to understand:

- The financial viability of the project and your capacity to manage the project budget. We do not want a project to place at risk your core work.
- What assumptions you have made whilst formulating your budget and how appropriate the budget is.
- Evidence of partnership funding, matchfunding and/or income raised, including from Indian partners or sources, and how realistic and achievable your plans are for raising other funds.

You will also need to provide the following as uploaded attachments:

- Your project budget  
This will be on our downloaded Project Budget Template and will show detailed income and expenditure that balances.
- Evidence of recent and relevant artistic work (this can either links or up to 3 images, audio or videos) for you and for your partner(s) in India.
- Letter from your partner(s) in India to demonstrate their role in and commitment to the project.
- A work plan for the project, including key milestones and review points.

- A marketing plan if you propose to present work.
- The email confirmation from Wales Arts International that you had a conversation with an officer about your application.

For organisations only:

- Governance documents
- Proof of a bank account in the organisation name with at least two signatories

For individuals only:

- Proof of a bank account

You will also be able to upload other evidence or documentation in the Other Supporting Information category.

### **Getting in touch?**

The Wales Arts International team can help you with your application and you will need to speak to an officer before preparing an application.

You can contact us:

Email: [info@wai.org.uk](mailto:info@wai.org.uk)

Phone: 029 2044 1320

Text: 07797 800504

Twitter: [@WAICymruWales](https://twitter.com/WAICymruWales)

Website: [www.wai.org.uk](http://www.wai.org.uk)