

# Animate: Explore

## Grants up to £1,000



Applications Open: 19th May 2025  
Applications Close: 15th June 2025 (midnight)  
Decisions made by: 18th July 2025

# What is Together Gloucester

Together Gloucester is a three-year programme that started in March 2024. The programme has been created with input from local communities and organisations from Gloucester. We invite everyone—communities, students, families, residents and visitors—to get involved in being creative and active - whatever that means to you!

Our goal is to celebrate what makes Gloucester special by supporting ideas and events that involve arts and creativity. To help make these ideas a reality, we're offering funding to plan exciting events that matter to you.

This funding is an opportunity if you have an idea or event to make it happen.

For more information, please visit [our website](#). Let's work together to make Gloucester an even better place to live, work and enjoy.

# What we want to change?

## Together Gloucester Step Changes

Over the next three years and beyond we want to fund projects that help:

- Make Gloucester a better place to live, work and visit where everyone can enjoy fun, cultural activities
- Involve Gloucester's citizens in the city's cultural decisions
- Boost the health and well-being of communities
- Help local organisations to work together more effectively
- Encourage Gloucester's citizens to celebrate their identity

# About Animate: Explore

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**This fund will support projects that are representative of Gloucester's communities, stories, styles and art forms. It is important to show why and how a project is connected to the community you are working with.**

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Our Animate: Explore fund is a pot of £4000 for applications up to £1,000 to develop existing or new events and activities in your community between August 2025 and March 2026. We encourage you to apply only for the amount of funding you need to make your project successful.

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**Only one application may be considered per organisation. We will also consider applications where an organisation may be mentioned as a partner on multiple projects and have also applied individually.**

# Eligibility Criteria

**All projects supported by Together Gloucester in this funding round must:**

- Take place between August 2025 and 31<sup>st</sup> March 2026
- Not have already taken place / be seeking funding retrospectively, though a new development of an existing project is eligible.
- Be free to attend/take part and not for profit
- Have strong connection to Gloucester:
  - you live or work in Gloucester now;
  - you grew up here but moved away;
  - you are partnering with a Gloucester organisation on the project (but not just as a venue or space);
  - your idea is 'of' or 'about' Gloucester, and you are the right people to deliver it.

**The organisation or individual applying must:**

- Not have received Arts Council England National Portfolio Organisation funding for the activity you are applying for
- Be either a legally constituted organisation or if applying as an individual include a letter of support in reference from an organisation about you and to demonstrate that you are not seeking commercial income.
- Have a bank or building society account

# What can be funded?

## The Fund seeks to support projects that:

- Demonstrate a strong connection to Gloucester and take place in Gloucester
- Are creative and engage local communities and have a public benefit to residents of Gloucester
- Benefit residents of Gloucester through cultural activity or development that addresses an identified gap in current provision
- Demonstrate clear planning, delivery and evaluation methods
- Contribute to at least one of Together Gloucester's five step changes
- Evidence of a balanced and thought through budget
- Has considered what will be needed to run your event eg planning and permissions
- Demonstrate a commitment to accessibility, inclusion and environmental sustainability

# How to Apply

1. (Optional) Attend one of our advice sessions taking place in communities and/or read this guidance on eligibility and what to include in the application.
2. [Click here](#) to fill out an online application. You can tell us about your project in whatever format, way or order that makes most sense to you / your project, this can be in writing, audio or film. We recommend where possible to include a couple of visual examples or links to help illustrate your project. There will also be some tick boxes on sustainability and accessibility/ inclusion for you to fill in. Don't forget to attach your budget for the project.
3. You will be contacted following the closing date after the panel has reviewed your application.

# Assessment Criteria

The panel will score your application on how it:

- Demonstrates a strong connection to Gloucester communities
- Provides an opportunity for Gloucester residents to engage in creative and cultural activities
- Meets the aims of the TG programme and will contribute to one or more of the step changes
- Demonstrates that the community highlighted an interest or need for this activity
- Will enrich the lives and/or develop the skills of local people
- Fills an identified gap in existing provision
- Will work with underrepresented groups
- Is deliverable within the timescale and budget
- Has a budget that is fair and represents values for money and is balanced



# What to include in your application

- What would you like to make happen and why?
- Describe the community\* you plan to work with
- How many people do you think will come?
- Tell us how you will reach people?
- Tell us about who else will be involved. This might include artists, other creative organisations
- Where will it take place?
- Your plan and timeline: when it will happen? Please include key dates and milestones
- Your budget: what will you spend the money on (in detail)

\* Communities can be defined by: A shared interest or experience; A geographic area; Innate personal characteristics (i.e. age, gender, race, ethnicity); Values and beliefs (i.e. religion)

# Scoring

The panel will score each answer in your application using the following scoring system:

0 (**Poor**) - Does not answer the question, or does not consider any relevant criteria

1 (**Moderate**) - Addresses some of the criteria but there are gaps or weaknesses

2 (**Good**) - Meets criteria

3 (**Outstanding**) - Meets and exceeds criteria

## *The project*

- Provides an opportunity for Gloucester residents to engage in high quality creative and cultural activities
- Meets the aims of the TG programme and will contribute to one or more of the step changes
- Demonstrates that the community highlighted an interest or need for this activity
- Will enrich the lives and/or develop the skills of local people
- Fills an identified gap in existing provision
- Is deliverable within the timescale and budget
- Has a budget that is fair and represents value for money and is balanced
- Will work with underrepresented groups.

# Balancing Criteria

The panel will assess all high scoring applications together with the following balancing criteria:

- Is there enough variety in types of creative activities and artforms being funded?
- Is there a geographical spread of activity taking place in the city instead of concentrated in one location?
- Has the project taken place before has the project been funded previously? If yes, have there been steps taken to develop a financially sustainable model for future iterations?

# What happens next?

**Step 1:** Representatives from Together Gloucester's Citizen panel and Strategic partners will individually score your idea against the assessment criteria.



**Step 2:** Once scored, a meeting will take place between the citizen panel and members of the TG strategic partners. We want to make sure the overall group of funded projects are representative of Gloucester's communities, stories, styles and art forms. They will make recommendations for funding.



**Step 3:** We will inform you of your outcome with any conditions recommended by the panel. This may include confirmation of any relevant permissions required; budget clarifications; and/or references.

We aim to offer individual feedback for all applications however where this is not possible, we will follow up all unsuccessful applications with an overview of the panel's thoughts across all applications.

# Successful Applicants

As part of the condition of funding, successful applicants will sign a funding agreement which use the Together Gloucester logos and inform the Culture Team of all activities, including the final event, presentations, performances and any other opportunities, so we can see the work in action.

Whilst applicants are expected to carry out their own marketing; Gloucester City Council and Gloucester Culture Trust can assist with advice, contacts and support with marketing through their existing websites and social media channels.

You will receive an evaluation form to be completed within 6 weeks of your project finishing. This evaluation will be required for release of the final payment 20% of funding and must include the following:

- An audience and participation survey conducted online or in person (answers must be recorded).
- Detailed final budget of the project.

# Budget Tips

- We want to be able to assess whether your project is fully thought through and deliverable. We have provided an example budget template for you to use as part of your application. You don't need to use this if you prefer to present your budget in your own way.
- We look for budgets that are fair, make sense, and will deliver what you need to do.
- Remember that your budget also tells your story - if something is important in your project, make sure it's also clear in the budget.
- Make sure your budget is based on reality - get some quotes and check how much things cost as you're pulling your plans together, this can also help you get agreements on things people will provide for free or 'in kind' (like rehearsal space, specialist advice etc.)
- Include 'in kind' agreements in your budget in both the income and expenditure sections - this helps funders see the true value of your project and can help you reach any match funding you might need.
- You don't need to have match funding and you will not be more likely to succeed if you do have match funding in place.
- If your plans mean that you do need additional funding, make sure you tell us how you plan to get it, and what you will do if you don't get it.
- You must include 'fair pay' for everyone involved. You can get guidance on fair rates of pay from organisations like [Equity](#), [ITC](#) or [Artists' Union England](#) - or drop us an email if you need advice.
- Don't forget accessibility - what do you need to put in place to ensure your project is a great experience for everyone - creatives, employees, participants, and audiences?
- You do not need to be a registered company or charity, but if you are a freelancer, you will need to be registered as self-employed and pay your own tax and national insurance. You can arrange for your budget to be held and managed by a trusted partner or producer if you would prefer this for access or other support reasons.
- It's OK if once your project starts, your plan or the way you use the funding, changes, as long as you're still working on the same idea. Just make sure you keep in touch and let us know what's happening.

# Together Gloucester Partners



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