

Notes from South East London Funding Network – Session 2 ‘You & Your Project’

DON'T JUST GO FOR THE TOP FUNDING FIGURE -Consider making an application that sits below the top allocation, this will increase likelihood of funding, taking into account underspend. Always provide actual figures not rounded/ estimated figures.

UNDERSTAND FUNDER PRIORITIES - Victor described the various grant processes behind the scenes for each funder. This was useful to give artists/ applicants a sense of the process their applications go through and the varying priorities for each funder. I.e. For PRSF lead with outstanding music, this is the first and most important hurdle and quality is everything

SPEND TIME BUILDING RELATIONSHIPS – Funding often comes down to relationships, it is people that make decisions so spend time to build relationships. Invite them to events, speak with them prior to submitting applications and make sure you are on their radar.

NO DOES'NT MEAN NO FOREVER - Be persistent, take on feedback and don't be afraid to tweak your application and resubmit. (Always check criteria on resubmitting some funders ask for a 12 month delay before re applying)

PARTNERSHIPS ARE KEY - Spend time building relationships for partners within the bid, developed/ confirmed partners show 'buy in' to you and your project. I.e. if you can get reduced or free venue hire for performance this looks a lot stronger than a 'dry hire'.

DON'T FORGET TO INCLUDE 'IN KIND' SUPPORT -Make sure you cost out any 'In Kind' contributions from partners. I.e. If the venue is providing marketing support, ask them to cost this out (i.e. two days @ £120 = £240 in kind marketing support).

DEMONSTRATE YOUR MEDIA PARTNERS – These are partners that can help demonstrate your reach and opportunities for the public to engage with your work. For example a partnership with Sofar Sounds or live streaming platform

INCREASE AUDIENCES – Open rehearsals and/or workshops will help demonstrate reach and engagement with new audiences. THE WIDER THE REACH THE STRONGER THE APPLICATION