

DEVON ARTS MATCH

GUIDANCE NOTES

December 2011

If you need these notes in a different format,
please contact arts@devon.gov.uk
or leave a message at any time on 01752 345165.

Please read these notes before making an application.

If you have any questions, please send them to David Whitfield, the County Arts Officer: arts@devon.gov.uk.

In these notes:

- **'Devon'** means the administrative county of Devon which is served by Devon County Council. This covers the district council areas of Teignbridge, South Hams, West Devon, Torridge, North Devon, Mid Devon, East Devon and Exeter. It does not include the unitary authority areas of Torbay and Plymouth.
- **'people in Devon'** means people living in Devon or people visiting Devon or both.
- **'we', 'us' and 'our'** mean Devon County Council.

DEVON ARTS MATCH

Devon Arts Match aims to stimulate an increase in regular giving by members of the public to arts organisations. The scheme will run from February 2012 to March 2014 with a budget of £40,000 provided by the County Council.

Devon Arts Match is a membership scheme for organisations. Each member will set a target for a higher level of income from regular individual giving. If they are successful in raising pledges from members of the public, we will match this increase with a grant of £1,250 – £5,000.

Who can apply

You must be both:

- a not-for-profit organisation that offers benefit to people in Devon, and
- an arts organisation or an organisation raising separate funds for arts activity.

You must have:

- a bank account that requires at least two people to authorise payments
- accounts for your last financial year that have been audited or inspected by an independent qualified accountant.

We particularly welcome applications from organisations which offer benefit to people in the following groups:

- children and young people
- people with learning disabilities, sensory disabilities or physical disabilities
- older people.

How to apply

You can apply in January 2012 on the application form available for download at www.devon.gov.uk/arts-culture or on request from arts@devon.gov.uk.

In the form we ask for information about your activity and your finances, including your target for Devon Arts Match. We also ask you to tell us how you will bring benefit to people in Devon. Most importantly, we ask how you plan to increase income from regular giving by members of the public and who will be responsible for the actions in your plan.

Please return your form to arts@devon.gov.uk. If you have communication needs that make it difficult for you to send your application, please contact the County Arts Officer. He will agree alternative arrangements with you. Email David Whitfield at arts@devon.gov.uk or phone 01752 345165.

The **closing date** for applications is Tuesday 31 January 2012 (midnight).

Successful applications

The County Council will announce the members of Devon Arts Match in February 2012. We expect to invite around 14 organisations to join the scheme.

We are looking for members who have a clear and credible plan to increase their income from regular giving. We will give preference to organisations that offer benefit to people in any of the priority groups identified above (see Who can apply).

We hope the scheme will include organisations of different types and sizes, working with different artforms and in different areas of Devon.

How the scheme works

Each organisation will set a target for the increase they plan to achieve over the next two years in regular giving by members of the public. All the targets for the scheme will be within the range from £1,250 to £5,000 (see Setting your target).

We do not expect you to achieve this target before March 2014 but you will need to have secured pledges for most of this amount by the end of January 2013.

Members will send us updates on progress towards their target at the end of June and September 2012. We will review the scheme in October 2012.

If you have not secured pledges for at least 20% of your target by the end of September 2012, we will discuss the situation with you. You may be asked to leave the scheme so that we can offer your place to another organisation.

If you have not secured pledges for at least 60% of your target by the end of January 2013, we will not offer any match funding and the amount earmarked for you will be added to the reserve (see Additional grants from the reserve).

We will distribute grants from the scheme in February 2013. If you have secured pledges for 60%–100% of your target, we will match that amount £ for £.

If you have secured pledges for more than your target, you will be able to request an additional grant from the reserve (see Additional grants from the reserve).

We will ask you to confirm the levels of actual and pledged income from regular giving by members of the public at the end of June 2013 and January 2014. We may ask you to repay part of our grant if these levels are lower than your figure at the end of January 2013.

Setting your target

When setting your target, remember how the scheme works. You need to secure pledges for 20% of your target by the end of September 2012 to stay in the scheme. You need to secure pledges for 60% of your target by the end of January 2013 to receive a grant from the scheme.

To set your target, look at the difference between your figures for (1) and (2) below. These figures are from different financial years.

For most organisations the financial year runs from April to March so the year for (1) is April 2010–March 2011. If you work with a different financial year, use the figure for the year which ended between April 2010 and March 2011.

For (2) you must use the figure for the year from April 2013–March 2014.

- (1) The amount you received from regular giving by members of the public in the last financial year. (You can still apply if you received nothing in that year.)
- (2) The amount that you expect to receive from regular giving by members of the public in the financial year from April 2013–March 2014.

The difference between your figures for (1) and (2) is likely to be the amount you set as your target.

If the difference is less than £1,250, you cannot apply to the scheme.

If the difference is more than £5,000, you will not be able to apply for more than £5,000 from the scheme but you may be able to claim an additional grant from the reserve in February 2013 (see Additional grants from the reserve).

You can include in your target:

- any related GiftAid
- donations made through a friends, members or supporters scheme but you must deduct the estimated cost of any special events or discounts that you offer to such donors.

You cannot include in your target:

- any giving by charitable trusts or foundations, by public bodies or by businesses
- one-off donations (Devon Arts Match is about giving on a regular basis, eg by standing order or direct debit).

Information about GiftAid is available at: www.hmrc.gov.uk/charities-donors.

If you are a small organisation, you may find it easier to claim GiftAid through the Localgiving website. The Community Foundation of Devon manages this scheme for our area: www.devoncf.com/what-we-do/local-giving.

Additional grants from the reserve

The budget for Devon Arts Match is £40,000. When the scheme opens we will keep around £5,000 of this budget as a reserve. If a member of the scheme is not able to claim all or any of the grant earmarked for them, that amount will be added to the reserve in February 2013.

The reserve will be used for additional grants to any members who secure pledges for more than 100% of their target. We will match the amount of these pledges £ for £ up to the level of funds in the reserve.

We cannot predict the size or number of additional grants before February 2013 when we know how much each member has been able to secure in pledges.

We will not be able to pay out more in additional grants than the amount held in the reserve. We will return any balance remaining in the reserve to our budget for Arts Investment.

Questions and answers

If you have any questions about the scheme, please send them to David Whitfield, the County Arts Officer.

Email arts@devon.gov.uk or phone 01752 345165. You can leave a message on this number at any time.