



Arts Council Strategic Funding 2025

January–December 2025

Guidelines for Applicants

Deadline: 5.30pm (Ireland time), Thursday, 5 September 2024

Note for people with disabilities or access requirements

The Arts Council makes every effort to provide reasonable accommodation for people with disabilities or access requirements who wish to submit an application or who have difficulties in accessing Online Services.

If you have a requirement in this area, please contact the Arts Council's Access Officer as early as possible before the deadline.

Tel: 01 618 0200 or 01 618 0243

Email: access@artscouncil.ie

This guidance tells you how to apply to the Arts Council’s Strategic Funding programme and where you can find more information to help with your application. You should read these guidelines carefully before starting your application.

The deadline for applications is

5.30pm, Thursday, 5 September 2024

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Getting help with your application

You must submit your application through the Arts Council's Online Services site.

[The Arts Council/An Chomhairle Ealaíon: Online Services](#)

If you need technical support when applying you can visit the Frequently Asked Questions (FAQ) section on our website:

www.artscouncil.ie/FAQs/online-services/

You can also contact support:

Email: onlineservices@artscouncil.ie

Phone: 01 618 0200 or 01 618 0243

If you have a question about your application that is not technical and is about a specific artform, you can contact the arts team to which you are applying for funding:

<http://www.artscouncil.ie/Contact-us/Staff-and-adviser-lists/>

To watch our guide on making an application, visit YouTube:

[How to download, complete and upload the application form](#)

1. What you need to know about Strategic Funding

In this section we tell you about Strategic Funding. It will help you decide whether or not your organisation might qualify for Strategic Funding.

1.1 What is the purpose of Strategic Funding?

The purpose of Strategic Funding is to invest in and support the organisations needed to lead, sustain and develop the arts in Ireland.

Organisations that receive Strategic Funding must play a critical part in delivering the policy priorities of *Making Great Art Work*, the Arts Council's ten-year strategy.

1.2 What are the aims and objectives of Strategic Funding?

In offering Strategic Funding to organisations, the Arts Council wishes to ensure:

- The delivery of excellent artwork and/or events, activities and services
- Excellent opportunities for artists and/or arts professionals to develop their practice and/or to create or to be engaged in high-quality work
- The diversity of contemporary Ireland is reflected in the work we support
- More people will enjoy high-quality arts experiences
- Increased depth of engagement by and with the public
- Excellent standards in governance and management in the arts.

1.3 Who is eligible for the Strategic Funding programme?

Strategic Funding is open only to organisations. You can make only one application each year for Strategic Funding.

To be eligible for Strategic Funding, your organisation must:

- Be formally constituted as either a Company Limited by Guarantee (CLG) or a Designated Activity Company (DAC) or a statutory body¹
- Apply in its own name and not in the name of another company or individual
- Have previously successfully applied for Arts Council funding either in the name of your organisation or in the name of a key person involved in the organisation.

1.4 Who is not eligible for the Strategic Funding programme?

- Organisations that have already applied for funding through Arts Grant Funding 2025 or the Festival Investment Scheme 2025, unless permitted to do so by the Arts Council. Organisations must discuss this with the relevant arts team in advance.

¹ Organisations not formally constituted as either a CLG or DAC may apply on the understanding that they will commit to formally incorporating in this way if their application for Strategic Funding is successful.

- Members of the Council of National Cultural Institutions (CNCI) directly funded by the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media
- You are a first-time applicant and have not discussed your application in advance with the relevant arts team.

1.5 How has Strategic Funding application changed?

You may choose to provide more detail on your longer-term vision or strategy in the application form to provide context to the proposals in this application — see question 1.3.

1.6 What types of activities will be supported through Strategic Funding?

Strategic Funding is intended to support both the operating (core) costs of organisations and the activities that your organisation undertakes.

All activities

All activities must be included in this application, including touring activities in 2025.

Work in an international context

We do not support costs that are directly related to the touring and dissemination of work abroad. Activities involving international exchange, collaboration or co-production are eligible provided they clearly show the benefit to people, artists or the arts in the Republic of Ireland, and that the overseas partners will contribute to the relevant activity costs.

1.7 What supporting material is required to make an application?

You must upload mandatory supporting material as part of your application by the deadline date. These are in addition to, and separate from, your application form.

If you do not provide all the required supporting material, your application may not be assessed.

Mandatory supporting materials

Applicants currently in receipt of Strategic Funding

- A completed Actual Arts Activity Report (A-AAR) for 2023
- Your audited accounts for your most recent financial year.

If you have already supplied the above information to the Arts Council, you do not need to do so again.

All applicants

- A completed Arts Activity Report (AAR) template that includes
 - Activities for 2024 (year to date and projected to year end); **and**
 - Planned activities for 2025

See sections **3.3** and **3.5** in these guidelines for more information.

The AAR template can be downloaded from the funding page on OLS.

- Management accounts, both in the same format:
 - 2024 projected to year end; **and**
 - Projected accounts for 2025.
- Your planned activities — additional to the information in the AAR template:
 - Detailed budgets.

Our Individual Activity Budget (IAB) template can be used for this purpose. The template is available on the Available Funding page here: [Strategic Funding | The Arts Council | An Chomhairle Ealaíon](#)

Specific cases

You must upload the following to support your application if you have referred to them or work with certain groups.

- Evidence from other organisations or entities of
 - Any confirmed financial support
 - Sponsorship
 - Partnership.
- Evidence in relation to touring, co-productions or other activities involving third parties of:
 - Any confirmed memorandums of understanding (MOUs)
 - Financial agreements
 - Partnership agreements.
- Working with vulnerable people:
 - An acknowledgement that you adhere to the *National Policy and Procedures on Safeguarding Vulnerable Persons at Risk of Abuse* ([see here](#)).
- Working with animals:
 - A copy of your *Animal Welfare Protection Policies and Procedure*.
- Working with or providing services to children and young people under the age of eighteen:
 - You do not need to upload an additional document. However, you must have suitable child-protection policies and procedures in place (section 4 of the application form).

Plans and policies

- Climate policy
 - You are not required at this time to submit a climate policy and action plan with your application.

However, organisations awarded Strategic Funding for 2025 will be required to submit an organisational climate action policy and action plan (or other equivalent evidence of environmental commitment) as a condition of funding upon signature of their 2025 funding agreement.

However, if you already have a climate action policy or plan in place, please let us know (see section 2.5.5 of the application form).

Note: this is not a criterion for assessment.

2. How we assess and score your application

We will base our assessment of your application on the following criteria:

1. Artistic quality and development of the arts.
2. Engagement.
3. Organisational capacity.
4. The extent to which the organisation is critical to the arts infrastructure.
5. Equality, diversity and inclusion.

Assessors will consider applications using their professional judgement, based on the information you provide within the application, their knowledge of the previous work of your organisation and of the wider arts landscape, and the competitive context in which all applications are evaluated.

Your application will be assessed and scored against the criteria.

2.1 Criterion 1: Artistic quality and development of the arts

We will take account of the artform or arts practice context for your proposal. We will assess the track record of your organisation and the potential for the outcomes of your proposal to achieve:

- Excellent artwork and/or events, activities or services; **and/or**
- Excellent opportunities for artists and/or arts professionals to develop their practice and/or to create or to be engaged in high-quality work.

2.2 Criterion 2: Engagement

In the context of assessing applications for funding, the Arts Council intends the term 'Engagement' to mean the quality of interaction that your organisation has with the individuals it works with and/or the people it serves.

We recognise that arts organisations work in different ways and attend to the needs of different groups of people, participants and collaborators, audiences, volunteers and artists or other arts practitioners. Because of this and taking into account your organisation type, we will evaluate your application based on:

- Your track record in engagement
- Your planned actions and measurable outcomes to deliver engagement
- Where children and young people are your primary target group or among the main groups you serve, we will assess the opportunities you provide for children and young people to participate in the arts and how you involve them in your decision-making.

We will also assess how you plan to evaluate your activities and outcomes.

Additional guidance on completing the engagement section of the application form is available on our website at <http://www.artscouncil.ie/public-engagement>

Organisations looking for guidance about how they can include young people in decision-making may find this framework helpful: <https://hubnanog.ie/participation-framework/>

2.3 Criterion 3: Organisational capacity

Under this criterion we will consider the track record of your organisation and its potential to achieve excellent standards of governance and management.

We will assess:

- The suitability and the skill set of your board and management
- The financial resilience of the organisation, including financial controls, planning and planned developments for 2025
- Your approach to fundraising and generating income from other sources
- The financial information you provide
- The quality and benefits of any partnerships that support the delivery of activities
- Your approach to ensuring fair pay and conditions for artists.

2.4 Criterion 4: The extent to which the organisation is critical to the arts infrastructure

We will assess applicants based on the extent to which we consider them essential to the strategic development of the arts within their particular artform or arts practice area.

The following considerations will inform this assessment:

- The artform or arts-practice context in which your organisation operates
- Your organisation type
- The kind of work your organisation does
- The community or people your organisation serves
- The local and/or national context in which your organisation operates
- The need to ensure that an appropriate range and balance of work is supported by the Arts Council's Strategic Funding programme.

This will be informed by *Making Great Art Work* and by artform, arts practice and corporate policies.

2.5 Criterion 5: Equality, diversity and inclusion

We will assess and consider how much your application demonstrates that you are taking positive steps in the areas of equality, diversity and inclusion (EDI).

We will consider:

- How much your application demonstrates an awareness and understanding of EDI issues (e.g. identified inequalities, under-representation, lack of accessibility) as they relate to your organisation and its work
- The quality and appropriateness of any planned activities and commitments to support your organisation to become more inclusive
- If the resources allocated to any relevant planned activities are appropriate
- If there is specific provision identified for ensuring accessibility to services²
- If there is evidence of board (or equivalent) ownership of, and commitment to, your EDI plans
- How much the application demonstrates access to relevant expertise, insight or peer support to develop any planned policies or deliver planned activities
- Any particular contribution that the organisation makes to the wider ecology with respect to the Arts Council's ambitions for diversity, equality and inclusion
- We will expect to see evidence of your commitment to at least two EDI goals in your application. These should relate to priorities for your organisation, and we suggest at least one internally focused (e.g. staff, board or volunteer development) and one externally focused (e.g. audiences or partnership development). Please ensure you provide this evidence as your score will be determined by what is included in your application.

By 2025, all Strategically Funded organisations should have a published, publicly available EDI action plan to support their published EDI policies.

Note: if you do not have a published, publicly available EDI action plan in place, please be aware that:

- It will be a condition of your funding to have this in place no later than 30 June 2025
- If you are offered Strategic Funding for the first time in 2025, you will be required to have a policy and action plan in place by 30 June 2025.

[Equality, Diversity and Inclusion Toolkit | The Arts Council | An Chomhairle Ealaíon](#)

² For example, this could include considerations or specific measures in relation to physical accessibility for artists in venues, at events, etc., or accessible websites, programmes, captioning or ISL for audiences.

Access costs

The Arts Council will consider additional access costs that are related to supporting artists with disabilities.

Access costs for artists or participants³ with disabilities

The Arts Council is committed to making our funding programmes and the work we fund accessible to everyone.

The Arts Council takes the description of disability from Article 1 of the UN Convention on the Rights of Persons with Disabilities, which states:

‘Persons with disabilities include those who have long-term physical, mental, intellectual or sensory impairments which, in interaction with various barriers, may hinder their full and effective participation in society on an equal basis with others.’

You can include access costs within your application and there are two types that you can apply for.

1. Participant or personal access costs

These costs should remove barriers for artists or participants with disabilities who are delivering your proposal – e.g.

- Core staff or key administrative personnel
- The main artists, individuals, groups or organisations involved in your proposal
- Partners or collaborators
- Production staff.

Examples of support are, but not limited, to the following:

- An ISL interpreter
- Services of an access support worker.

2. Costs for making your work accessible to others – public-access costs

We want to ensure that more people enjoy high-quality arts experiences and that everyone can access and enjoy the work we fund.

These are costs for making your work accessible to persons with disabilities and should be considered a normal part of your work.

Example of access costs to make your work accessible to your audience may be:

³ The Arts Council defines participants as those who express themselves creatively by taking part in artistic activities.

- Having an ISL interpreter for your event or performance
- Using an audio description service
- Making your website compatible with screen readers
- Producing exhibition materials in other formats, such as in Braille or audio.

Note: Explain how you make your work accessible in section 2.7 of the application form — Criterion 5: Equality, diversity and inclusion

What if the funding provided is less than I requested?

If you are offered funding that is less than you requested, we will discuss with you how you plan to deliver your proposed activity when reviewing the revised budget.

We do not expect you to dilute or remove any access support for making your work accessible to others that you have included in your application.

How to apply for access costs

We need to understand why you are applying for access costs and how they meet the needs of your participants or your audience.

If you include access costs in your proposal, you must

- Show the costs in separate lines within your budget, as demonstrated in the Arts Council’s budget templates, available on the funding page
- Upload a brief document outlining the access needs and related costs
- Include the access-costs figure in the total amount requested.

Note: whether you use the Arts Council budget templates or your own budget document, the two types of access costs must be shown separately within your budget.

2.6 Touring

All activities, including touring during 2025, must be included within this application.

- You **cannot** apply separately to the Touring of Work Scheme for 2025
- You **can** apply to the Touring of Work Scheme – Advance Planning for tours taking place in 2026.

If your application for touring activity is successful, you will also be asked to provide signed MOUs and detailed budgets to verify that the tour is taking place before that portion of the funding is released.

- Provide a written overview of your touring plans in the application form and list these activities, including costs, separately within the AAR template

- Include any written evidence that you have to support your touring plans as part of your supporting materials.

2.7 How are scores determined?

The Arts Council will use a scoring system for Strategic Funding applications for 2025. This system can assist you in understanding how your application has been evaluated against the assessment criteria. The scores indicate how well your application has met each criterion. Assessors may award a score to the nearest 0.5.

Eleven possible scores may be used, as follows:

Numeric score	Description	Explanation
6.0	Exceptional	The application addresses all relevant aspects of the criteria comprehensively and in an exemplary manner.
5.5		At the top end of 'Excellent'.
5.0	Excellent	The application addresses all relevant aspects of the criteria convincingly and successfully. There are no concerns or areas of weakness.
4.5		At the top end of 'Very good'.
4.0	Very good	The application addresses the criteria very well. Any concerns or areas of weakness are minor.
3.5		At the top end of 'Good'.
3.0	Good	The application addresses most of the criteria well although there are some gaps
2.5		Between 'Sufficient' and 'Good'.
2.0	Sufficient	The application addresses the criteria at a basic level but there are areas where detail is missing or the information is unclear.
1.5	Not sufficient	The information provided in the application is not detailed enough to be able to make an assessment against the criteria.
1.0	Poor	The information provided is not enough to be able to make an assessment against the criteria.

Note: a score of 1.5 or lower against **any** criterion may mean that an application will **not** be recommended for funding.

The score given for each criterion will then be multiplied to get a percentage rating, as follows:

	Weighting	Percentage
Artistic quality and development	(4.167)	25.0%
Engagement	(4.167)	25.0%
Organisational capacity	(3.333)	20.0%
Critical to the infrastructure	(3.333)	20.0%
Equality, diversity and inclusion	(1.667)	10.0%
Total		100.0%

Here is an illustration of what a complete set of scores might look like in percentage terms:

	Score	Weighting	Percentage %
Artistic quality and development	5.5	(4.167)	22.9%
Engagement	4.5	(4.167)	18.8%
Organisational capacity	5.0	(3.333)	16.7%
Critical to the infrastructure	4.0	(3.333)	13.3%
Equality, diversity and inclusion	4.5	(1.667)	7.5%
Total	23.5		79.2%

2.8 How scores relate to funding offers

While scores will play a significant part in the making of funding offers, they are not the only factors. The amount of funding offered will reflect the overall available budget in conjunction with the criteria as explained in this section.

As part of our ongoing relationship management process, scores will also be used to inform discussions with organisations on areas where they are doing well and where there might be scope for improvement.

2.9 What happens after you receive funding

There are different levels of reporting requirements set out in our Conditions of Financial Assistance. These are based on the amount of funding offered and the turnover of your organisation.

If your organisation is awarded Strategic Funding, you will also have to meet monitoring requirements according to Arts Council strategic priorities on artist and artform development, audiences, public engagement and operating model.

If your application is successful, these reporting requirements will be included as part of your funding agreement sent to you. You will have to agree to these before you can receive your funding.

3. How to make your application

The deadline for applications is **5.30pm, Thursday 5 September 2024**

There are **four parts** to your application for Strategic Funding:

- A **summary** of your organisation and finances, which you fill out online using our Online Services website
- Your **application form**, which you fill out offline (on your own computer) and upload using Online Services
- Your **AAR template**, which you fill out offline and upload using Online Services
- **Supporting material**, which you gather in electronic format offline and upload using Online Services. See section **1.7 What supporting material is required to make an application?** (above).

3.1 Getting help with your application

- If you have questions about using the Online Services website, visit the FAQ section on our website: www.artscouncil.ie/FAQs/online-services/
- If you have a technical question about using the Online Services website and your question is not answered in the FAQ section, you can email onlineservices@artscouncil.ie
- If you have a general query about your application, you can call the Arts Council on 01 618 0200/01 6180243 or email awards@artscouncil.ie
- If you have a disability and you have difficulty using or accessing our Online Services website, please contact the Arts Council's Access Officer, Vanessa Carswell, by phone (01 618 0200/087 169 1155) or by email (access@artscouncil.ie) to allow us to arrange support.

3.2 Register with the Arts Council's Online Services

All applications **must** be made through the Arts Council's Online Services; applications made in any other way (by post, fax or email) will **not** be accepted.

You **must** have an Online Services account to apply for funding. If you do not already have an Online Services account, sign up by filling out the registration form here:

<https://onlineservices.artscouncil.ie/register.aspx>.

Within five working days you will get an email containing your unique ARN (Artist Reference Number) and a password that you can use to sign in to Online Services.

Requirements for using Online Services

Note: you must use a computer/laptop to submit your application. Our Online Services website does not work on phones or tablets.

Your computer and Internet browser will need to meet the following requirements to use Online Services successfully:

-
- | | |
|----|---|
| PC | <ul style="list-style-type: none">• Windows 7 operating system or a newer version of Windows• OLS will work with the latest versions of all browsers – e.g. Microsoft Edge, Google Chrome, Safari, Mozilla Firefox |
|----|---|
-

- | | |
|-----|---|
| Mac | Mac OS X v10.5 Leopard or a newer version of the Mac operating system |
|-----|---|
- OLS will work with the latest versions of all browsers – e.g. Microsoft Edge, Google Chrome, Safari, Mozilla Firefox
-

Note: you will also need to have Microsoft Word (Desktop) or OpenOffice Writer installed to complete the application form itself. OpenOffice Writer is free software that can be downloaded from here: <https://www.openoffice.org>.

OpenOffice Users

Please refer to our video *Using OpenOffice to download, complete and upload the application form* at <https://www.youtube.com/watch?v=iT9Xxgmg0Eo>

You **must** use OpenOffice Writer version 4.0.1 or earlier. More recent versions of OpenOffice Writer than 4.0.1 have changed how our application forms appear when they are submitted through Online Services.

Important notes for Apple Mac users

- Note the section in the YouTube video (at 1 min. 20 secs; link provided above) that deals with the issue of downloading version 4.0.1 on Macs with the operating system mac OS Mojave or an earlier version installed.
- You cannot download OpenOffice 4.0.1 onto a Mac with the operating system macOS Catalina. If your Mac has this operating system or a newer version installed, you will have to download and use OpenOffice version 4.1.10 or newer.

If you cannot meet, or do not understand, any of these requirements, please contact us for advice as far as possible in advance of the deadline.

Give yourself enough time to complete the application

Become familiar with the Online Services website **well before** the deadline and before you prepare your application.

Make sure to leave yourself enough time to upload your application. Remember that upload times can be much longer than download times, so it may take you longer than you think to upload your supporting materials.

Technical support

If you need technical support while making an online application, contact us.

- Email: onlineservices@artscouncil.ie
- Phone: 01 618 0200/01 6180243

Please provide a contact phone number and make sure that you are available to receive a return call from us.

We deal with queries on a first-come first-served basis. We recommend that you report any technical issues to us **well in advance** of the deadline.

Please note that there is often a high volume of calls as the deadline approaches. Technical-support calls received after **2.00pm** on the closing date may not be resolved before the deadline.

3.3 Download the application form and the AAR template

1. Log in to Online Services.
2. On your home page, click the **Make an application** button.
3. On the Making an application screen, select your organisation's primary contact for this application and click **Next**. The screen '1. Making an application: Choose a funding programme' should appear.
4. In section A, do two things.
 - a. From the 'Funding' drop-down list, select your funding programme.
 - b. In the 'Your reference' field, type a unique reference for your application. This will help you identify your application on your home page.
5. In section B, click the buttons to access the guidance notes, application form and AAR template.

Before you continue making your online application:

- Fill in your application form
- Fill in your AAR template
- Prepare and gather your supporting material on your computer.

Remember, you fill in the application form and the AAR template on your computer and then upload them with your supporting material through Online Services.

To complete your application and AAR template, you **must** have the correct software:

- Microsoft Word (Desktop) and Microsoft Excel **or**
- OpenOffice Writer and OpenOffice Calc, which you can download from <http://www.openoffice.org>

3.4 Fill in the application form

A note on maximum characters/words: your answers to each question will be subject to a maximum-character count (including spaces), with an approximate number of words given as a guide. It is acceptable to write shorter answers if you have covered the points you need to make.

Include the information listed here on your application.

Section	The information you need to include:
1. Your organisation	<p>In this section, provide details of your:</p> <ul style="list-style-type: none"> • Organisation name and ARN • Organisation type • Legal status • The main artform or arts-practice area of your work • The primary target for your organisation’s work • A summary of your organisation’s mission and artistic policy.
2. Your application and the assessment criteria	<p>In this section you are asked to respond to the assessment criteria by answering a series of questions. It is essential that you read each question carefully.</p> <p>This section has been set out in the order that the assessment criteria are applied.</p> <p>Note: you will give the details of your proposed programme within the Arts Activity Report template.</p>
3. Financial and other information	<p>You will provide detailed financial information in the AAR template and your supporting materials, not in the application form.</p> <p>See also the section on ‘Mandatory Supporting Material’.</p> <p>Additionally, in three circumstances, you will also have to fill in section 3 of the application form.</p> <p>If you are expecting a surplus or deficit at the end of the current year, you must explain how you plan to deal with it.</p> <p>If you expect to have any exceptional costs or any exceptional sources of funding in the twelve months from 1 January–31 December 2024, you will need to detail these.</p> <ul style="list-style-type: none"> • If you are requesting an increase in funding for 2024, you must provide a rationale and a summary of the activity and any related outcomes. If the request is linked to a one-off cost, make this clear as part of

your statement and ensure the activity is described as a distinct activity in the AAR.

Your narrative will be considered in the context of the five assessment criteria, along with the other information you provided as part of your application.

4. Declaration

Use this section to formally declare your application for funding to the Arts Council. The declaration must be signed by the chairperson of the organisation's board of directors or governing body; and the most senior executive officer or a second board or committee member.

5. Supporting documents

This is a checklist provided to ensure that you have included all of the supporting documents required to make an application.

3.5 Complete your Arts Activity Report (AAR) template

See section 4 **How to fill in your Arts Activity Report template** (below).

3.6 Prepare any supporting material required for the application

See section 1.7 **What supporting material is required to make an application?** (above)

You **must** upload supporting material with your application and financial report. If you do not upload supporting material, your application is incomplete and we cannot assess it.

If you have supporting material that is not in an electronic format, you should scan it so that you can upload it.

The total combined limit for all supporting material uploaded with a single application is **40MB**.

Acceptable file formats

These are the acceptable file formats for your supporting material.

File type	File extension
text files	rtf, doc, docx, txt
image files	jpg, gif, tiff, png
sound files	wav, mp3, m4a
video files	avi, mov, mp4
spreadsheets	xls, xlsx
Adobe Acrobat Reader files	pdf

Note: if you have completed your application form as a **.docx** file and you are confident that your application form is filled in correctly (including typing inside the grey fields) but online services displays a message saying 'Cannot upload form', please try saving it as a **.doc** file and uploading it again.

Submitting URL links

Note: links to streaming platforms may be used to provide samples of work. Stand-alone supporting material such as CVs and letters of support, etc. must be uploaded as separate documents with your application.

Instead of uploading material directly, you may provide links to material hosted on streaming platforms **that do not limit access through financial subscription**. To do this, copy the URL (the full address of where your material is hosted) into a Microsoft Word (Desktop)/OpenOffice Writer or a PDF document and upload it as a weblink-supporting document.

Examples of acceptable sharing platforms are, but not limited to, YouTube, Vimeo, SoundCloud, Bandcamp.

Please do not flag your material as 'private' as it will not be accessible for the assessment. Change the settings on your video to 'unlisted' if you do not wish the application supporting material on your YouTube channel to be publicly viewable.

Please note that we will not accept links to the following sources:

- File-sharing sites – e.g. Google Drive, OneDrive
- Social-media platforms – e.g. Meta, Instagram
- Your personal website

Note: it is important that you check that any links in the document work **and** that they bring the viewer to the correct source to be able to access and view your material.

3.7 Make your application online

Now that you have a completed application form, AAR template and supporting material, you can finish your online application.

- Log in to Online Services.
- On your home page, select the **My applications** tab and select the Strategic Funding application you have already created.

- **Screen 1**

Click **Next**.

- **Screen 2: Making an application: Request funding amount.**

- Enter your summary financial information on this screen. This information is in your AAR template.

In section A, do the following and click **Save draft**.

Field	Action
Amount requested	Enter the amount of funding you are requesting for 1 January–31 December 2025 This must match the figure in the second worksheet of your AAR template: 'ARTS COUNCIL REQUESTED AMOUNT 2025.
Total income	Enter your estimated total income for 1 January–31 December 2025 excluding the amount you are requesting from the Arts Council.
Total expenditure	Enter your estimated total expenditure for 1 January–31 December 2025

- **Screen 2, section B**

Enter your income information for 2023, 2024 and 2025.

Click **Save draft** and **Next**.

Use the following figures:

1. **Actual figures for 2023** from your 2023 audited accounts
2. **Expected figures for 2024** from your most recent management accounts
3. **Forecast figures for 2025** from your AAR template.

These tables explain the income and expenditure items on **screen 2, section B**.

Income items	Description
Income against core activities	Any income that your organisation receives from its non-artistic activities – e.g. local-authority grant funding, facility or equipment rental, or professional fees
Income against artistic/programme activities	Any income that your organisation receives from its artistic or programme activities – e.g. box-office takings, publication sales, gallery sales/commissions, workshops and seminars, membership fees
Expenditure items	Description
Total core costs	All costs – including staff costs – associated with the ongoing, day-to-day running of the organisation

Direct artistic/programme activity costs	Direct costs associated with producing your organisation's programme – e.g. artists' fees, costumes, sets, physical production, printing or exhibition costs, information provision, etc.
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- **Screen 3. Making an application: Upload application form and supporting material**

Section A: click **Choose File**, select your application-form file and click **Upload**.

Section B: upload your supporting materials **and your AAR template**.

Note: when uploading the AAR template, you **must** select 'Arts Activity Report Template' from the drop-down list so that assessors can identify it.

At any time click **Save draft** to save your application. You can also log out and return to it later.

When you are finished uploading material, click **Next**.

- **Screen 4: Submit application**

Review your details. When you are satisfied that you have included everything, click **Submit**.

You cannot amend your application after you submit it. **Do not submit your application until you are completely satisfied.**

After you have pressed the **Submit** button, you will see a message on screen to indicate that your application has now been submitted through Online Services.

You have now completed the application process.

For what happens next, refer to section below: [5. How your application is processed](#).

4. How to fill in your Arts Activity Report (AAR) template

The Arts Activity Report (AAR) template is a spreadsheet that captures your detailed financial, audience and staff figures, as well as summary information about the work that you undertook in 2024 and the work you plan to undertake in 2025.

The AAR process was introduced for three reasons:

1. As part of our commitment to become better at monitoring the outcomes and impacts of our investments as a tool for advocacy, advice, policy development and case-making.
2. As a means of assessing and tracking applicants' work in a consistent and systematic manner.
3. To act as the basis for funding agreements with arts organisations.

There are two worksheets within the AAR template. If you are currently receiving Strategic Funding, you **must** complete **both** the 2024 and the 2025 worksheets.

New applicants need only complete the 2025 worksheet.

If you do not complete all of the relevant worksheets, your AAR may not be valid and we may not be able to assess your application.

You must upload your AAR template as a Microsoft Excel or OpenOffice Calc file. DO NOT convert it to a pdf file.

There are helpful pop-outs with instructions within the AAR template as to how to complete it.

You should complete the AAR template as follows:

PART 1	CORE EXPENDITURE AND INCOME
Core expenditure	Core expenditure – i.e. overheads, operating or fixed costs – are any day-to-day costs associated with running your core business. These are costs such as staff costs, rent, mortgage, utilities or day-to-day administration costs that have to be met irrespective of whatever specific arts activities are happening at any given time.
Income not directly related to activity	Any income that comes into your organisation that is not directly attributable to specific artistic activities. This may be local-authority grant funding, sponsorship or fundraising that you are not attributing to a particular activity but which you are setting against your overall costs. Any income that is not directly attributable to specific artistic activities should go here.
Whole-time equivalent (WTE) – artists	The whole-time-equivalent hours per week that artistic staff work for your organisation – e.g. an artistic director who works 2.5 days per week would give a WTE of 0.5. For the purpose of data collection, the term 'artistic' is taken to mean anyone whose main role is the creation, delivery or

	facilitation of art – e.g. artistic director, producer, production manager, visual-art technician, curator, editor.
Whole-time equivalent (WTE) – non-artists	<p>The combined whole-time-equivalent hours per week that non-artistic staff work for your organisation, such as administration, finance and marketing staff – e.g. a full-time administrator, a full-time accounts person and a half-time marketing person would give a combined WTE number of 2.5.</p> <p>Note, the WTE formula is:</p> $1 \div 5 \times \text{the number of days in a week a person works}$ <p>The whole-time equivalent value for an employee working full-time would be 1 ($1 \div 5 \times 5$)</p> <p>A WTE value for an employee working half-time would be 0.5 ($1 \div 5 \times 2.5$)</p> <p>The WTE value for an employee working 2 days per week would be 0.4 (i.e. $1 \div 5 \times 2$)</p>
Community Employment Scheme numbers	The number of individuals employed through the Community Employment Scheme or other scheme.

PART 2

ACTIVITY DATA

Notes

1. The maximum number of activities allowed within the AAR template is **twenty**. If the number of activities is more than twenty, you should **group** your proposed activities by artform or by area of work.
2. You should include any commercial or other activities that will not be supported by Arts Council Strategic Funding as a **single** activity.
3. Any activities presented or disseminated outside the Republic of Ireland, and any associated engagement numbers, should be listed as **separate** activities in the AAR.
4. **Broadcast/digital audiences:** in the event that an activity or event you are proposing has both a live audience and a separate broadcast/digital audience, please provide these figures **separately** by listing the activity twice.

PART 2.1

Activity detail

A. Activity name

The name you give to an individual activity. This might be the name of a specific artwork or, in certain cases, a generic name, such as 'Music programme' or 'Work for children'.

B. Brief description of the activity

Here you should offer a brief description of the activity. This is to help assessors understand the context for the activity and how it sits within your overall mission as an organisation.

C. Artform

Select the **primary** or main artform for the activity from the drop-down menu (or select 'more than one artform' if more than one artform is involved).

D. Activity type

Choose the activity type from the drop-down menu that **most closely** represents the activity that you are undertaking. These are:

- **Ticketed performance or event:** a performance for which tickets are sold or distributed (this would include a free event if there is a booking process)
 - **Non-ticketed performance or event:** any event (e.g. street performance, parade, outdoor show) where people do not need to purchase a ticket to attend
 - **Book/publication:** a book, such as a novel or poetry collection, or a publication, such as a periodical or journal, whether physical or online
 - **Production and/or distribution of artefact:** e.g. the creation of a series of prints or other art objects that might be sold or otherwise distributed
 - **Broadcast/online/digital distribution of work:** the broadcast or distribution of a work online or digitally – e.g. a musical performance, online artwork, the online publication of a magazine or journal
 - **Exhibition:** a visual-art exhibition, including gallery installations of sculpture, art film, sound installations, etc.
 - **Participatory, education or outreach activity:** any activity where people are involved in artistic production by making, doing or creating something; or contributing ideas to a work of art, regardless of their skill level; or *taking part* in workshops or other similar activities
 - **New-work development activity:** any activity where the purpose is the development of a new piece of work – e.g. the dramaturgical process for a new play, the editing process for a new book, etc.
 - **Research/archiving/digitisation:** any activity where the main purpose is research or the archiving or digitisation of materials relating to arts practices
 - **Artist-focused/artform-development activity:** any activity where the main focus is on supporting artists
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and helping to develop their practice or their work, or ancillary events such as information clinics, seminars or conferences aimed at professional artists.

E. Primary target of activity

Choose the primary target from the drop-down menu that **most closely** represents the target group for the activity that you are undertaking. These are:

- **General audiences:** where the primary target of an activity is not specified but is open to anyone to attend or to engage with (although the work is often unlikely to be suitable for children)
 - **Families:** where an activity would be suitable for adults and children to attend together
 - **Children (0–15)** where the primary target of an activity is children up to fifteen years of age
 - **Young people (16–23):** where the primary target of an activity is young people between the ages of sixteen and twenty-three – e.g. youth theatre, youth dance, young writers
 - **Particular communities:** where the primary target of an activity is a specific group or community of interest – e.g. older people, people with disabilities, people in particular geographic areas (urban and rural, especially remote), members of minority communities, people who experience socio-economic disadvantage status (by social class, education, income)
 - **Practising artists or arts professionals:** e.g. a resource organisation focused on supporting professional development or serving a community of artists
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PART 2.2

Financial detail

F. Total cost

The total direct cost to your organisation of undertaking the activity. You **must not** apportion full-time staff costs or other core costs to activities.

G. Earned income

Income from ticket sales or the sales of books, publications or other art objects.

H. Income from other sources

Any income from sources other than sales – e.g. sponsorship, fundraising or grant income from sources other than the Arts Council.

I. Outcome/subsidy required

This is a sum that will be calculated automatically, and is the difference between the cost of the activity and any income against it.

Note: it may happen that, in some cases, the total income from an activity is greater than the total cost. This is not a problem. The purpose is for us to get an overview of your

proposed activities and the costs and incomes relating to each.

PART 2.3

Audience/engagement/employment/event numbers

J. Audience/engagement number – paying

&

K. Audience/engagement number – free

For the purposes of data gathering, ‘Engagement’ is taken to mean one of four things:

1. **Audience** members, readers, listeners, viewers, attenders, visitors or others engaging with art and arts events (e.g. recitals, book sales, concerts, plays, dance performances, art exhibitions, literary events)
2. Members of the public **participating** in the making or creation of art or in arts-related workshops, classes or events (e.g. post-show discussions, public Q&As)
3. People **volunteering** to work on or at an event – e.g. an arts festival or as front-of-house staff at a local arts centre (**Note:** this is not the same as participants in arts events, where they are actively involved in the creation, making or presenting of work)
4. Artists, arts professionals and/or other practitioners **taking part** in workshops, classes or other developmental activities.

In all of the above cases, individuals are either paying or not paying to attend/engage with the art. **They are not being paid.**

Need further help compiling your engagement numbers?

Additional guidance on completing this section of the application form is available on our website at <http://www.artscouncil.ie/public-engagement>.

L. Number of artists employed

The number of artists employed, contracted or commissioned directly in the making or delivery of an activity. For the purpose of data collection, the term ‘artist’ is taken to mean anyone whose main role is the creation, delivery or facilitation of art – e.g. a production manager, an editor, a producer, a visual arts technician, a stage manager, the graphic designer of a book cover.

Note: leave this blank if you are a presenter, venue or festival, and you are not directly employing the artists to deliver the activity.

M. Number of others employed

The number of non-arts professionals employed or contracted in the delivery of an activity.

Note: leave this blank if you are a presenter, venue or festival, and you are not directly employing people to deliver the activity.

N. Number of performances/objects/events/days open

This is to help us to understand how many opportunities the intended beneficiaries of your proposed activities have to engage with each activity.

This is the number of individual performances of a play or dance piece; the number of books printed; the number of art objects created; or the number of workshops, classes or other events held. In the case of visual arts, it is taken to mean the **number of days** that an exhibition is open to the public.

Note on apportioning costs

In order that we can collect data in a consistent manner, you should **not** apportion any of your core costs to activities. An example of this might be the salary costs of a full-time programme manager. Although their main function is the overseeing and delivery of programmes of activities, as a full-time permanent member of staff, their salary should be recorded as a **core cost**. This will ensure consistency in terms of how data is presented. This may mean that, in certain cases, you have **no direct costs** against a particular activity. This is acceptable.

Note on listing activities

The maximum number of activities allowed within the table and AAR template is **twenty**. If you have more than twenty activities, you should **group** your proposed activities in a way that reflects what your organisation does.

5. How your application is processed

This section tells you how the Arts Council assesses and makes a decision on your application. This is to ensure the process is open, fair and transparent.

- 1 After you submit your application, you should receive two emails:
 - The first will be sent immediately and will acknowledge your application.
 - The second should arrive a few minutes later. It will contain your application number, which we will use in all correspondence about your application.

Note: these emails only mean that our online system recognises that you have submitted an application. They do not mean that your application is eligible for funding.

If you do not receive the email with your application number, contact onlineservices@artscouncil.ie

- 2 Your application is checked for eligibility. Check the eligibility criteria in sections [1.3](#) and [1.4](#) above.

You must submit your application through Online Services. We will not accept your application if:

- You have not submitted a completed application form and uploaded supporting documents through the Arts Council's Online Services site
- You have missed the deadline.

We may not be able to assess your application if:

- You have not included a completed AAR template
- You have not included all required supporting material
- You have not included all other supporting material relevant to your application
- You have applied for activities that are not permitted under this funding programme
- You have applied for activities that are more suited to another funding programme offered by the Arts Council or other grant-awarding government agency.

If your application is considered to be ineligible, you can apply again with the same proposal for future funding rounds if it meets the eligibility requirements.

- 3 Your application is assessed and scored based on the assessment criteria.
 - 4 We will prepare recommendations for Council and for the Arts Council Executive.
 - 5 The Council considers recommendations and makes final decisions for all requested amounts for €50,000 or above.
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The Arts Council Executive considers recommendations and makes final decisions for all requested amounts below €50,000.

6 You will be informed of the decision and will also receive a copy of the recommendation.

7 If your application has been successful, we will send you details on what you should do next.

6. How does the Arts Council use and protect your information?

6.1 Data protection

The Arts Council will use the information you provide in your application to understand your organisation and the activities for which you are seeking funding. The Arts Council may also use some of this information for other purposes – e.g. to update our database or to assist in building a stronger case for government funding of the arts.

To be able to award any funding to your organisation, certain personal data will be required – e.g. email addresses, salary details and job titles. Any personal data you give us will be obtained and processed in line with the Data Protection Acts 1988 to 2018 and any other applicable data-protection laws and regulations that may be enacted or come into effect from time to time.

We will use the information in this application form (including personal data) to process your application and for ongoing communication between us. Any personal data will be retained and processed by the Arts Council only for as long as is needed – i.e.

1. Assessment and determination of your application and, in the event of an unsuccessful application, any subsequent period ending with the conclusion or settlement of any appeal or legal challenge; **and**
2. For the management and performance of any funding agreement arising from a successful application and any subsequent period ending with the conclusion or settlement of any claim or legal proceedings relating to a funding agreement.

Personal data may be disclosed to external assessors appointed by the Arts Council to take part in the assessment of your funding application. The Arts Council may process personal data for research or other data analysis, in which case the personal data will be anonymised.

If you have any queries in relation to the processing of the personal data provided by you, please email dataprotection@artscouncil.ie.

6.2 Freedom of Information

Information provided to the Arts Council may be disclosed in response to a request made under the Freedom of Information Act 2014. If recipients consider that certain information should **not** be disclosed because of its confidentiality or commercial sensitivity, recipients must, when providing such information, clearly identify such information and specify the reasons for its confidentiality or commercial sensitivity. If recipients do not identify such information as confidential or commercially sensitive, it is liable to be released in response to a Freedom of Information request without further notice to, or in consultation with, the recipient. The Arts Council will, where possible, consult with the recipient about confidential or commercially sensitive information so identified before making a decision on a request received under the Freedom of Information Act.

- To familiarise yourself with the provisions of the Act, see www.foi.gov.ie.
- Our Freedom of Information policies can be viewed here: www.artscouncil.ie/Contact-us/Freedom-of-information.